

Personalpolitik Bei Dienstleistungen - Sarah Taege

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Im Rahmen dieser Seminararbeit stellt sich die Frage welche besondere Bedeutung der Personalpolitik in Dienstleistungsunternehmen, aber auch in öffentlichen Einrichtungen, zukommt. Der Trend geht in den vergangenen Jahrzehnten deutlich zur Dienstleistungsgesellschaft, somit ist auch die Bedeutung von Dienstleistungen stark gestiegen. Auch in den vergangenen Jahren hielt dieser Trend an, so erfolgte eine deutliche Verschiebung der Beschäftigten vom primären und sekundären Sektor hin zum tertiären Sektor, der sämtliche Dienstleistungen umfasst. Eine der wichtigsten Ressourcen im wachsenden Dienstleistungssektor ist der Mitarbeiter. Die Wirtschaft verlangt vom Mitarbeiter immer größere Flexibilität und Effizienz. Die Fähigkeit des Mitarbeiters diese Veränderungen erfolgreich zu bewältigen, ist heute zu einem entscheidenden Erfolgsfaktor geworden und wird deshalb von Unternehmen immer stärker gezielt gelenkt. Doch stellen sich grundsätzlich einige Fragen. Was ist Personalpolitik und wie definiert sich eine Dienstleistung? Inwieweit ist der Marketing - Mix auf das Dienstleistungsmarketing übertragbar und was ist hierbei zu beachten? Welche Besonderheiten und Ziele der Personalpolitik sind im Dienstleistungsunternehmen? Welche Instrumente beinhaltet die Personalpolitik? Die vorliegende Arbeit verfolgt das Ziel, diese Fragen zu beantworten und einen besonderen Fokus auf die letztgenannten Fragen zu legen. Author: Taege, Sarah Publisher: GRIN Verlag Illustration: N Language: GER Title: Personalpolitik bei Dienstleistungen Pages: 00016 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640838028 Category: Business & Economics : Management - General

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