

Ausgewählte Instrumente Des Qualitativen Personalbeschaffungscontrolling - Frederick Berger

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In Zeiten des immer schneller global wachsenden Wettbewerbs und der Dynamisierung von Märkten wird es für regionale sowie internationale Unternehmen immer notwendiger, die vorhandenen Unternehmens- und Umweltressourcen optimal herauszufiltern, zu bearbeiten und zu nutzen, um ein Maximum des vorhandenen Wertschöpfungspotentials (des Gewinns) abzuschöpfen. Da das Personalmanagement eine unterstützende Wertschöpfungsaktivität ist, muss sie zielgerichtet den Strom der primären Aktivitäten (physische Herstellung von Produkten, deren Verkauf, und Übermittlung an die Abnehmer sowie dem Kundendienst) der Wertschöpfungskette unterstützen¹. Daher wird auch von einem wesentlichen Erfolgsfaktor bei der richtigen Besetzung von Positionen im Unternehmen gesprochen. Gerade in Deutschland ist es wichtig auf die Effizienz einer qualitativen und wirtschaftlichen Personalbeschaffung zu achten, um die immer stärker ausgeprägte Dienstleistungsgesellschaft wettbewerbsfähig zu halten. Zu den weiteren Einflussfaktoren der Personalbeschaffung gehört die alternde Gesellschaft, der fehlende Nachwuchs in Deutschland bzw. Europa und die abnehmende Anzahl an Zuwanderungen aus dem außereuropäischen Bereich. Es wird zunehmend schwieriger junge, motivierte und potentielle Nachwuchskräfte zu finden. Studienarbeit aus dem Jahr 2006 im Fachbereich Wirtschaft - Personal und Organisation, Note: 1,3, Hochschule Bremen, Veranstaltung: Personalwirtschaft, 28 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Berger, Frederick Publisher: GRIN Verlag Illustration: N Language: GER Title: Ausgewählte Instrumente des qualitativen Personalbeschaffungscontrolling Pages: 00024 (Encrypted EPUB) / 00024 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638495509 Category: Business & Economics : General

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