

Kundenintegration Bedeutung Im Rahmen Von Radikalen Innovationen - Benjamin Gruna

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Betrachtet man die übliche Kundenintegration in der Praxis, bezieht sich diese meistens auf den inkrementalen Innovationsprozess. Die zentrale Fragestellung dieser Arbeit beinhaltet die Identifikation sowie die Integration der Kunden, die einem Unternehmen bei der Entwicklung radikaler Innovationen zur Seite stehen könnten. Da sich die bisherige Literatur zum größten Teil auf den Prozess von inkrementalen Innovationen fokussiert, werden in dieser Arbeit empirischen Studien herangezogen und verglichen. Die Ergebnisse werden anschließend auf den Prozess radikaler Innovationen transferiert. So soll der Innovationsprozess der radikalen Innovationen durchleuchtet und wiederholt auftretende Merkmale der integrierten Kunden herausgefiltert werden. Ebenfalls wird eine eigens durchgeführte empirische Studie zur Rate gezogen und daraus Schlussfolgerungen abgeleitet. Dadurch sollen die Kunden charakterisiert werden, die erfolgreich in einem radikalen Innovationsprozess einbezogen werden. Die ermittelten Merkmale der zu integrierenden Kunden werden anschließend von denen abgegrenzt, welche in den inkrementalen Innovationsprozess integriert sind. Ein weiteres Ziel der Arbeit ist es, eine Aussage darüber zu treffen, in welchen Branchen bzw. Bereichen eine Kundenintegration erfolgreicher ist. Studienarbeit aus dem Jahr 2009 im Fachbereich Wirtschaft - Unternehmensführung, Management, Organisation, Note: -, Hochschule für Sozialwesen Esslingen. Author: Gruna, Benjamin Publisher: GRIN Verlag Illustration: N Language: GER Title: Kundenintegration Bedeutung im Rahmen von radikalen Innovationen Pages: 00057 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640516292 Category: Business & Economics : General Category: Business & Economics : Management - General

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