

Die Internationalisierung In Den Phasen Der Unternehmensentwicklung - Jens Gutsche

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In der betriebswirtschaftlichen Literatur existieren viele Abhandlungen über die Thematiken der Internationalisierung und der Entwicklung von Unternehmen. Dabei ist festzustellen, dass in der recherchierten Literatur beide Themen getrennt voneinander betrachtet wurden. Ein gemeinsamer Kontext oder ein gemeinsames Beziehungsgefälle wurden hier nicht näher untersucht. Im Regelfall beschränkt sich die Betrachtung auf allgemeingültige Aussagen. So z.B. seien Auslandsaktivitäten grundsätzlich für alle Betriebsgrößen geeignet. Nach Schmeling (1978) wird ein Mangel an Internationalisierung als Hemmnisfaktor des Fortschritts gesehen bzw. als Kriterium welches den Fortbestand des Unternehmens von existenzieller Bedeutung sei. Eine Auseinandersetzung mit diesen Fragestellungen beinhaltet viele betriebswirtschaftliche Aspekte einer Unternehmung, welche im Rahmen der Seminararbeit einer genaueren Betrachtung unterzogen und miteinander verbunden werden. Von dem o.g. Sachverhalt ausgehend, stellt sich nun die konkrete Frage, wann für ein Unternehmen eine Internationalisierung sinnvoll ist. Oder anders formuliert, in welcher Phase seiner Entwicklung ein Unternehmen internationalisieren soll und in welchem Ausmaß. In umgekehrter Richtung lässt sich auch die Fragestellung aufwerfen, ob an der Stärke der Internationalisierung bzw. an bestimmten Internationalisierungsmerkmalen ablesbar ist, in welcher Entwicklungsphase sich ein Unternehmen befindet. Author: Gutsche, Jens Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Internationalisierung in den Phasen der Unternehmensentwicklung Pages: 00038 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640275342 Category: Business & Economics : Management - General

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