

Holdingstrukturen: Darstellung, Kritische Analyse Und Praktische Relevanz Von Holdingstrukturen - Nathalie Dolatschko

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"Can a business of this size and complexity continue to be managed as a single business?" . Diese rhetorische Frage stellte John Ackers, ehemals Chef (CEO) von IBM, als er 1991 vor Journalisten über die Umstrukturierung von IBM zu einer Holding-Company spricht. Zielsetzungen der Umgestaltung der Organisation war vor allem die Zunahme divisionaler Unabhängigkeit, sowie die damit einhergehende steigende Verantwortung und Flexibilität für die Geschäftsbereiche. Dies war gerade vor dem Hintergrund sich ständig wandelnder Rahmenbedingungen im Zuge der Globalisierung nicht nur für IBM eine unabdingbare Strategie: so wurde die Holding zu Beginn der 90iger Jahre das Hype-Thema, wenn es um die Umstrukturierung von Unternehmen ging. Frei nach dem Motto 'structure follows strategie' wurde die Holding zur dominanten Organisationsform. Obwohl es in den letzten Jahren in wissenschaftlichen Kreisen relativ ruhig um das Thema Holding geworden ist, hat es an seiner Aktualität im praktischen Wirtschaftsgeschehen nichts verloren. Betrachtet man demnach die Struktur der deutschen Aktiengesellschaften, so lässt sich beobachten, dass die Holdingstrukturen einen erheblichen Anteil an Konzernorganisationsformen zu verzeichnen haben. Im Folgenden wird nun die Holding zunächst in das sie umgebende Umfeld eingeordnet (Konzern), anschließend folgt eine kurze Erklärung begrifflicher Grundlagen zur Holding und schließlich werden die Gründe aufgeführt, die die enorme Bedeutung der Holding erklären. Im zweiten Teil der Arbeit wird verstärkt auf drei idealtypische Ausprägungen der Holding eingegangen, nämlich auf die strategische Managementholding, auf die operative Managementholding und schließlich auf die Finanzholding. Author: Dolatschko, Nathalie Publisher: GRIN Verlag Illustration: N Language: GER Title: Holdingstrukturen: Darstellung, kritische Analyse und praktische Relevanz von Holdingstrukturen Pages: 00021 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638573962 Category: Business & Economics : General

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