

Innovationsfördernde Unternehmenskultur - Mark Von Kopp-krimpenfort

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Die Unternehmenskultur als eine sehr wichtige Komponente des Innovationsverhaltens der Mitarbeiter ist entscheidend für den wirtschaftlichen Erfolg. Damit Innovationen entstehen können, müssen die unternehmensinternen Faktoren auf das Management von Innovationen ausgerichtet sein. Aus diesem Grund müssen Bedingungen im Unternehmen geschaffen werden, die es ermöglichen, Innovationen zu fördern und insgesamt eine Kultur ständiger Erneuerung (Innovationskultur) zu forcieren. Eine undifferenzierte Gleichung nach dem Muster 'mechanistische Organisation = geringe Innovationsbereitschaft, organische Organisation = hohe Innovationsbereitschaft' ist angesichts der unterschiedlichen Teilbereiche einer Unternehmung und ihr eingebettet sein in ein dynamisches Marktumfeld mit ständig wechselnden Rahmenbedingungen sicherlich als unzureichend anzusehen. Diese Arbeit untersucht, wie Unternehmenskulturen aussehen, die Innovationen fördern. Author: von Kopp-Krimpenfort, Mark Publisher: GRIN Verlag Illustration: N Language: GER Title: Innovationsfördernde Unternehmenskultur Pages: 00016 (Encrypted PDF) On Sale: 2007-01-01 SKU-13/ISBN: 9783638809238 Category: Business & Economics : Management - General

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