

Zur Rolle Der Stakeholder Im Change-management-prozess - Rouven Scheibe

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'Nichts ist so beständig wie der Wandel' (Heraklit von Ephesus) Zu dieser Erkenntnis kam schon Heraklit von Ephesus, der etwa von 540 - 480 v. Chr. lebte. Jeder Wandel hat seinen Ursprung bzw. Auslöser. Gerade soziale Systeme wie Unternehmen sind dem Wandel besonders ausgesetzt. Diese Auslöser können sowohl intern, wie z.B. personelle Veränderungen, die eine Neustrukturierung der Hierarchie-ebenen hervorbringen können oder externe sein. Zu den externen Auslösern ist z.B. der immer stärkere Gebrauch der digitalen Medien zur Informationsgenerierung zu nennen. Dadurch sind zieldefinierte Veränderungen in Unternehmen als Reaktion auf den immer schneller werdenden Wandel erforderlich. Ziele wie die Erhaltung der Wettbewerbsfähigkeit oder die Steigerung der Rentabilität, die Unternehmen im Wandel verfolgen, müssen zielorientiert gesteuert werden. Das macht das Change Management somit zu einer bedeutenden Managementaufgabe. Gerade die Stakeholder als weiche Faktoren haben durch ihre unterschiedliche Machtverteilung und verschiedenen Interessen einen maßgeblichen Einfluss auf den Erfolg des Wandlungsprozesses. Dies gilt es nachfolgend in dieser Arbeit zu durchleuchten. Auf dieser Untersuchung aufbauend, erfolgt ein Strategievorschlag, wie die Stakeholder erkannt und mit ihnen zielorientiert umgegangen werden kann. Author: Scheibe, Rouven Publisher: GRIN Verlag Illustration: N Language: GER Title: Zur Rolle der Stakeholder im Change-Management-Prozess Pages: 00043 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640816989 Category: Business & Economics : General

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