

Innovationsmanagement Bei Universalbanken: Das Electronic Banking Aus Institutionssoziologischer Perspektive - Felix Merz

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In der wirtschaftswissenschaftlichen und bankbetrieblichen Literatur nimmt die Abhandlung über Electronic Banking einen breiten Raum ein. Bedauerlicherweise setzt sich diese nur aus ökonomischer oder technischer Sicht mit dem Thema auseinander und vernachlässigt eine sozialwissenschaftliche Betrachtung. Die folgenden Ausführungen sind daher eine sozialwissenschaftliche Analyse der Entstehung und Entwicklung der Innovationen des Electronic Banking aus institutionssoziologischer Sicht. Nach der Darstellung der theoretischen Grundlagen wird das institutionelle Umfeld der Universalbanken anhand der Megatrends wie der Globalisierung und des technischen Fortschritts betrachtet und erläutert, warum bis heute nahezu alle Banken das Electronic Banking übernommen haben. Die Arbeit liefert durch ihre sozialwissenschaftliche Perspektive ein anderes Verständnis des Electronic Banking, belegt aber gleichzeitig die Nachteile einer einseitigen theoretischen Betrachtung. Abschließend werden aus den Ergebnissen Konsequenzen für das Innovationsmanagement gezogen, um sich nach besten Möglichkeiten gegenüber Wettbewerbern abzuheben und langfristig zu überleben. Author: Merz, Felix Publisher: GRIN Verlag Illustration: N Language: GER Title: Innovationsmanagement bei Universalbanken: Das Electronic Banking aus institutionssoziologischer Perspektive Pages: 00035 (Encrypted PDF) On Sale: 2011-01-01 SKU-13/ISBN: 9783640833917 Category: Business & Economics : Management - General

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