

Bewerbermanagementsysteme - Daniel Schauwecker

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Aktualität der Thematik Die Ressource Humankapital gilt als entscheidender Faktor, um langfristig Wettbewerbsvorteile zu erlangen oder zu stabilisieren. 'Der Erfolg eines Unternehmens hängt maßgeblich von der Qualität seiner Mitarbeiter ab' - so einfach klang das Erfolgsrezept für Unternehmen! Leider ist es nicht einfach, den richtigen Mitarbeiter für die jeweilige Aufgabe zu finden. Obwohl bei einer Arbeitslosenquote von ca. 10 % ein scheinbares Überangebot an Arbeitskräften besteht, herrscht in einigen Wirtschaftsbereichen und Branchen ein Mangel an geeigneten Fachkräften. Und dies geschieht vor dem Hintergrund, dass die Arbeitssuchenden wesentlich flexibler sind und auch häufig bereit sind, große Entfernungen zur Arbeitsstätte zu akzeptieren oder den Wohnsitz zu wechseln. Die Frage ist deshalb, wie kann ich die für mich relevante Zielgruppe am besten erreichen und ansprechen. Ein entscheidender Faktor, den besten Mitarbeiter für das Unternehmen zu finden, ist die Wahl des richtigen Kommunikationsmittels. Gerade dieser Bereich befindet sich durch die Vernetzung der gesamten Welt via Internet im Umbruch. Dies belegen auch folgende Zahlen: Im März 2004 nutzten über 55% der Deutschen das Internet, das entspricht ca. 35 Mio. Menschen. Aber auch innerhalb der Unternehmen entwickelte sich die Informations- und Kommunikationstechnologie ständig weiter. Intranet, Extranet und elektronische Mailprogramme haben diese Bereiche von Grund auf verändert. Author: Schauwecker, Daniel Publisher: GRIN Verlag Illustration: N Language: GER Title: Bewerbermanagementsysteme Pages: 00070 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638368001 Category: Business & Economics : General

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