

Die Innovation Market Analysis: Ein Alternatives Wettbewerbspolitisches Leitbild? - Ludmila Detzel

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Im Rahmen dieser Arbeit werden zwei Theorien vorgestellt und gegeneinander abgegrenzt. Die erste Theorie, die in der Organisationsforschung zur Erklärung der Unterschiede in den Organisationsstrukturen eingesetzt wird, ist die Kontingenz-Theorie (Contingency Approach). Diese Bezeichnung wurde von englischen Autoren eingeführt. Im deutschsprachigen Raum hat sich die Bezeichnung 'Situativer Ansatz' durchgesetzt, so dass beide Begriffe synonym verwendet werden können. In dieser Arbeit wird die Bezeichnung 'Situativer Ansatz' verwendet. Die zweite Theorie, die hier kurz vorgestellt wird, ist die Principal-Agent-Theorie. Diese Theorie beschäftigt sich mit der optimalen Vertragsgestaltung zwecks Beseitigung bestehender Informationsasymmetrie und Interessenkonflikte zwischen dem Prinzipal und dem Agent. Author: Detzel, Ludmila Publisher: GRIN Verlag Illustration: N Language: GER Title: Die Innovation Market Analysis - Ein alternatives wettbewerbspolitisches Leitbild?: Ein alternatives wettbewerbspolitisches Leitbild? Pages: 00014 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638453967 Category: Business & Economics : Economics - Macroeconomics

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