

Management Virtueller Teams - Was Können Geeignete Kommunikationsmethoden Sein? - Daniel Rieck

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Problemstellung und Zielsetzung In Zeiten immer schnelleren technischen Fortschritts, rascher Umweltveränderungen und einer zunehmenden Globalisierung der Märkte entstehen immer häufiger komplexe Aufgabenstrukturen, denen Unternehmen mit der Form der Teamarbeit begegnen. Diese Teamarbeit findet zunehmend auch über die Grenzen von Raum, Zeit und sogar Organisationen hinweg in so genannten 'virtuellen Teams' statt. Um das Potential und Wissen von Mitarbeitern und Partnern weltweit und rundum die Uhr in diesen Teams zusammenzuführen, bedarf es neuer und vielschichtiger Informations- und Kommunikationsmethoden, die den Wegfall des unmittelbaren Zusammenarbeitens kompensieren. Die rasante technische Entwicklung im Bereich der IuK-Technologien ermöglicht ihrerseits erst neue Formen der virtuellen Zusammenarbeit. So entsteht durch die Wechselwirkung neuer Anforderungen und neuer technischer Mittel eine sich erst entfaltende Form der Zusammenarbeit: Das virtuelle Team - verbunden durch moderne Kommunikationsmethoden. Die folgende Ausarbeitung zeigt auf, wie virtuelle Teams miteinander kommunizieren können. Hierbei wird erläutert, was ein virtuelles Team charakterisiert und welche Anforderungen an Kommunikationsmöglichkeiten daraus entstehen, das Team zu führen und gute Zusammenarbeit zu sichern. Das Hauptaugenmerk liegt jedoch auf der ausführlichen Darlegung der Kommunikationsmethoden und der Betrachtung von Aspekten, die bei der Wahl und Anwendung dieser Methoden zu beachten sind. Diese Fragen sollen in dieser Arbeit beantwortet werden:

- * Was sind virtuelle Teams und welche Gründe gibt es für ihre Implementierung?
- * Welche Anforderungen an Kommunikationsmethoden haben solche Teams?
- * Welche Anforderungen hat die Führung von virtuellen Teams?
- * Wie sehen konkrete Formen dieser Kommunikationsmethoden aus? Wie lassen sie sich einteilen? Was sind konkrete praktische Beispiele?

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