

# Der Demographische Wandel Als Herausforderung Für Die Unternehmen - , Benjamin Golling

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Der demographische Wandel hat Hochkonjunktur. Derzeit werden in zahlreichen Diskussionen und Publikationen die Auswirkungen des demographischen Wandels thematisiert. In der Politik ist dieses Thema dagegen schon lange präsent, zumal die harten Fakten über den Verlauf der demographischen Entwicklung seit Jahren prognostizierbar sind. Dennoch gaben 52 Prozent der Deutschen in einer Umfrage aus dem Jahr 2003 an, noch nie den Begriff 'demographischer Wandel' gehört zu haben. Auch viele Unternehmen verspüren momentan immer noch keinen Handlungsdruck, sich intensiv mit den Folgen des demographischen Wandels zu beschäftigen. Nach der sehen nur 40 Prozent der 290 befragten Unternehmen die demographische Entwicklung als ein strategisch brisantes Thema an. Sie betreiben weiterhin eine eher jugendzentrierte Personalpolitik, anstatt sich mit der geforderten Dringlichkeit auf veränderte Relationen im zukünftigen Erwerbspersonenpotential vorzubereiten. Selbst in solchen Betrieben, die die Zeichen der Zeit erkannt haben, dominieren allenfalls eher kurzfristige Maßnahmen. Um jedoch auch in der Zukunft innovativ und wettbewerbsfähig zu bleiben und damit den Fortbestand des Unternehmens zu sichern, bedarf es einer Hinwendung zukünftigen Problembereichen wie Fachkräftemangel und Erhalt des betrieblichen Know-Hows oder auch beispielsweise der langfristigen Beschäftigungsfähigkeit älterer Arbeitnehmer. Author: Eibl, Sabine Author: Golling, Benjamin Publisher: GRIN Verlag Illustration: N Language: GER Title: Der demographische Wandel als Herausforderung für die Unternehmen Pages: 00043 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640751761 Category: Business & Economics : General

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