

Virtuelle Unternehmen Am Beispiel Eines Kleinunternehmens Der It Branche - Joachim Bothur

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Seit ca. 20 Jahren beschäftigen sich Organisationswissenschaftler mit Virtuellen Organisationsformen. Waren lange Zeit semantische Kontroversen und konzeptionelle Unsicherheiten Hinderungsgrund für eine Zuordnung zur Organisationslehre, so ist es in der jüngeren Vergangenheit durch zahlreiche Literaturveröffentlichungen und sachliche Diskussionen gelungen, vom Mythos Virtuelles Unternehmen zu einem Modell mit wissenschaftlicher Anerkennung und Praxisbezug zu gelangen. Im ersten Teil dieser Arbeit wurde nachgewiesen, dass durch eine gezielte Auswahl und Beschreibung von konstitutiven Merkmalen und den damit verbundenen Vorteilen und Risiken ein Praxisbezug zur IT-Branche hergestellt werden kann. Hierfür war es notwendig, die teilweise idealtypischen Merkmalsausprägungen in drei praxisrelevante Typen zu überführen. In Kapitel 2 wurde dann die aktuelle Situation und Trendentwicklung der IT-Branche vorgestellt. Anhand von ausgewählten Argumenten konnte aufgezeigt werden, dass dieser Wirtschaftszweig besonders gut geeignet ist, innerhalb der speziellen Organisationsform des Virtuellen Unternehmens tätig zu werden. Die anschließende Fallstudie verdeutlicht, dass die erarbeiteten Definitionsmerkmale (s. Abschnitt 1.4) eines Virtuellen Unternehmens durchaus in der Praxis vorhanden sind und sich nach Typisierungsmerkmalen (s. Abschnitt 1.6) einordnen lassen. Author: Bothur, Joachim Publisher: GRIN Verlag Illustration: N Language: GER Title: Virtuelle Unternehmen am Beispiel eines Kleinunternehmens der IT Branche Pages: 00035 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640241651 Category: Business & Economics : Management - General

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