

Bedeutung Der Unternehmensethik Im Rahmen Des Strategischen Controllings - Martina G bbel

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Die folgende Arbeit stellt die Verflechtungen zwischen Unternehmensethik und strategischem Controlling dar und zeigt die Bedeutung der Unternehmensethik im Rahmen des strategischen Controllings auf. Auf den ersten Blick scheinen die beiden Disziplinen Unternehmensethik und Controlling nicht kompatibel zu sein. Diese Arbeit betrachtet beide Gebiete und stellt den Zusammenhang zwischen dem strategischen Controlling als zweckrational handelnde Einheit auf der einen Seite und der Unternehmensethik als wertrational handelnde Einheit auf der anderen Seite dar (vgl. Weber 1980, S. 12). Im Rahmen dieser Arbeit wird auf das strategische Controlling eingegangen. Das operative Controlling, welches sich mit der kurzfristigen Planung, Steuerung und Kontrolle besch ftigt, bleibt unber cksichtigt, da sich sowohl die Unternehmensethik als auch das strategische Controlling mit der langfristigen Einflussnahme auf die (Unternehmens-) Umwelt besch ftigen. Author: G bbel, Martina Publisher: GRIN Verlag Illustration: N Language: GER Title: Bedeutung der Unternehmensethik im Rahmen des strategischen Controllings Pages: 00018 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638371322 Category: Business & Economics : General

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