



Change Management in mittelständischen Betrieben (German Edition)

Timo Podgorski

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Hochschule Koblenz, Sprache: Deutsch, Abstract: Gegenstand der Arbeit

Durch den fortlaufenden Prozess des Zusammenwachsens der Weltwirtschaften durch neue Telekommunikationsmedien, Wegfall von politischen Handelshemmnissen, Erweiterung und Verbesserung der Infrastrukturen usw., entsteht ein globaler Markt, der es Unternehmen ermöglicht weltweit zu agieren. Auch kleine und mittelständische Unternehmen sind heute in der Lage, ihre Geschäftstätigkeiten international auszuweiten um bis dahin unerreichbare Märkte zu erschließen. Dies bewirkt allerdings einen starken Anstieg an Komplexibilität der Wirtschaftsabläufe, denen sich die Unternehmen gegenübersehen. Die Verknappung der Ressourcen wie Rohstoffe, durch Ausbeutung der natürlichen Reserven und Arbeitskräfte, durch Veränderung der Altersstruktur schreitet voran. Um den Anforderungen der Zukunft gerecht zu werden, ist es für Unternehmen heute überlebensnotwendig, sich permanent anzupassen, dass heißt sich zu verändern indem Organisationsstrukturen, Wertschöpfungsprozesse, Arbeitsweisen und –Methoden und sogar ganze Unternehmenskulturen neu gestaltet werden. Dabei stoßen Veränderungsprozesse immer wieder auf heftige Widerstände in allen Hierarchieebenen eines Unternehmens. Sind doch die bisherigen Methoden verinnerlicht und das Ergebnis eines Veränderungsprozesses ungewiss.

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