



Grundlagen des organisatorischen Wandels. Das Konzept des Changemanagements (German Edition)

Isabell Bodenburg

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Akademische Arbeit aus dem Jahr 2005 im Fachbereich BWL - Personal und Organisation, Note: 1,0, Leibniz Akademie Hannover - Verwaltungs- und Wirtschaftsakademie Hannover, Veranstaltung: Berufsbegleitender Studiengang zur Betriebswirtin an der Verwaltungs- und Wirtschaftsakademie, Sprache: Deutsch, Abstract: Veränderungen sind zum permanenten Begleiter und oft sogar zum aktiven Treiber im Wirtschaftsleben geworden: Veränderungen als Ergebnis von Strategiewechseln, Veränderungen in Folge von Restrukturierungen, Veränderungen als Resultat von Unternehmenszusammenschlüssen oder auch Veränderungen durch externe Einflüsse und permanent als Konsequenz technologischer Innovationen. Unternehmen, in denen sich in der Vergangenheit Wandlungsphasen mit eher statischen Phasen abwechselten, sehen sich, aufgrund der rasanten Entwicklung auf den Märkten, immer mehr in einer Situation ständigen Wandels, der zunehmend durch parallel und sich überschneidenden Veränderungsprozessen gekennzeichnet ist. Der Wandel ist nicht mehr die Ausnahme, sondern die Regel geworden.

Aus dem Inhalt:

- Definition und Grundlagen des organisatorischen Wandels
- Beteiligte des Changemanagements
- Phasenmodell nach Krüger, Doppler/Lauterburg und Böning/Fritschle

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