

# Grundzüge Der Beschaffung Produktion Und Logistik Pearson Studium

## Economic Bwl

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rapid advances in artificial intelligence ai technologies have generated intense interest and debate about their potential to reshape industries labour markets and socio economic structures this volume presents a collection of academic papers stemming from the economic perspective of artificial intelligence epeai conference held at the ruhr west university of applied sciences in mülheim an der ruhr germany in march 2023 ai in business and economics discusses topics as varied as marketing accounting reporting business narratives forecasting generational differences in attitudes economic policy all in the context of exploring the multifaceted intersection of economics and artificial intelligence it navigates through the fog caused by the heterogeneity of diverse ai applications and methodologies by examining artificial intelligence from an economic perspective in doing so it becomes clear that the implementation of a broad range of ai technologies in companies has just begun businesses employees and policy makers will soon have to adapt to the fast paced advancements in artificial intelligence ensuring they become and remain competitive ethical and forward thinking in a changing global landscape this book will serve as a valuable resource for scholars practitioners and students exploring the complexities of the economic implications of ai

this book provides a holistic and practical approach to japanese concepts of lean management throughout the business value chain it explains principles like kaizen kata or keiretsu in a pragmatic and logical way with many industry examples and case studies the authors describe comprehensively how lean management enables companies to concentrate on value adding activities and processes to achieve a long term sustainable competitive advantage moreover the book shows how lean management principles are ultimately applied in industries like aviation civil engineering automotive healthcare education and other industries

in the present slightly revised dissertation the importance of individual care intensity is examined from the perspective of the hotel

specific service of attending to hotel guests this involves analyzing how culture historical industry developments and training relevant skills and behaviors have influenced the evolution of hotel specific services based on the research question what significance does care intensity have for the provision of personal services the aim is to understand using the example of hotel specific personal guest care in hotels the value it should have for guest loyalty and the quality of relationships between hotel guests hotel employees and the hotel operation the results include on the one hand a reassessment of personal guest care as a hotel specific service and the establishment of the guest quadrant as a holistic guest care model and on the other hand the opportunity for hotel employees owners and or operators to diagnose the individual care intensity of hotel guests from the perspective of guest centricity and guest care using proposed skills calculation methods and assessment tools

digital transformation ai and the use of human like machines are among the most important social and economic developments of our time in addition to applications and concepts of digitalization and artificial intelligence this book describes how companies can implement strategies to successfully transform a company into a digital champion in addition numerous practical examples in the areas of supply chain management production sustainability and education are presented

sören sundermann entwickelt aus marken und investitionsstrategischer perspektive einen konzeptionell fundierten planungs und handlungsansatz für das handelsseitige markenportfoliomanagement mit hilfe dieses ansatzes werden die verschiedenen markentypen corporate brand retail brands eigen und fremdmarken im lebensmitteleinzelhandel systematisch aufeinander abgestimmt wodurch sich gleichermaßen rentabilitäten als auch markenziele realisieren lassen durch die formulierung von implikationen für die anwendung des handelsseitigen markenportfoliomanagements wird ein ausgeprägter bezug zur unternehmenspraxis hergestellt

fusionen und übernahmen im gewinn im deutschen mittelstand zunehmend an strategischer bedeutung gleichzeitig zeigt sich dass viele vorhaben an der besonders anspruchsvollen phase nach dem zukauf der post merger integration pmi scheitern das vorliegende buch untersucht die zentralen erfolgskriterien des strategischen pmi managements im deutschen mittelstand auf basis theoretischer ansätze aus dem strategischen management dem pmi management und der mittelstandsforschung werden diese

erfolgsfaktoren strukturiert übergeordneten Maßnahmenkategorien zugeordnet und in ein integriertes Modell überführt. Das Ergebnis ist ein praxistaugliches Instrument mit dem Unternehmen ihre Integrationsprozesse gezielt steuern und die Erfolgchancen spürbar erhöhen können.

Die Logistik eignet sich mit ihrer integrativen Perspektive besonders als Ansatz zur Gestaltung und Innovation von Prozessen und Strukturen im Krankenhaus. Die Perspektive der Logistik sowohl auf innerorganisatorische Aspekte als auch auf infrastrukturelle Netze verbindet die betriebswirtschaftliche mit der gesellschaftlichen Sicht der Daseinsvorsorge. Das Buch gibt einen Überblick über das breite Spektrum der Logistik im Krankenhaus. Dies beinhaltet die Darstellung der Grundlagen der Logistik sowie die Betrachtung der Gestaltung der Logistiksysteme. Die das Angebot von Krankenhausleistungen im gesellschaftlichen Kontext prägen in Beiträgen renommierter Experten wird in Praxiserprobten Anwendungsfeldern der hohe Innovationsgrad der Logistik im Krankenhaus vermittelt. Die Umsetzung der Anforderungen aus aktuellen Trends Nachhaltigkeit Digitalisierung Demografischer Wandel in die Praxis der Krankenhauslogistik zum Wohle der Patienten wird beispielhaft veranschaulicht.

Das vorliegende Buch beschäftigt sich mit einem hochrelevanten und bislang wenig erforschten Thema dem Einfluss der Erklärungsbedürftigkeit technischer Produkte auf die Wahl des Vertriebskanals in B2B-Beziehungen innerhalb der deutschen Metall- und Elektroindustrie. In der wissenschaftlichen Literatur zum Thema B2B-Vertriebskanäle ist die Erklärungsbedürftigkeit von technischen Produkten bisher nur unzureichend berücksichtigt worden. Diese Arbeit schließt damit eine wichtige Forschungslücke und leistet einen wertvollen Beitrag zur Weiterentwicklung des Wissens über die optimale Auswahl von Vertriebskanälen für erklärungsbedürftige technische Produkte im B2B-Bereich durch die Fokussierung auf die deutsche Metall- und Elektroindustrie die eine Schlüsselbranche der deutschen Wirtschaft darstellt. Gewinnt die Arbeit zusätzlich an Praxisrelevanz. Tobias Schillinger bietet nicht nur einen theoretischen Rahmen sondern liefert auch wichtige Implikationen für die Unternehmenspraxis insbesondere in Bezug auf die Effizienz und Effektivität von Vertriebsstrategien.

Das Buch bietet die wesentliche Terminologie zu den Bereichen Ausbildung und Studium Lohn und Gehalt Sozialen Angelegenheiten Pensions- oder Krankenversicherung Versetzungen Beförderungen sowie zu Sozialgesetzgebung und Betriebsverfassung. Dabei

richtet es sich an mitarbeiter im personalwesen und an führungskr fte die bei internationaler gesch ftst tigkeit gespr che über personalarbeit führen oder schriftliche vereinbarungen zu treffen haben deutsche arbeitskr fte im englischsprachigen ausland und ausl ndische arbeitskr fte in deutschland sowie mitarbeiter in der aus und weiterbildung dolmetscher und vertriebsleute deutlich überarbeitet und erweitert enth lt das buch mit nunmehr rund 9900 eintr gen in jeder sprachrichtung eine umfassende sammlung der wichtigsten begriffe aus personal und bildungswesen

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