



Kompetenzentwicklung zur Förderung von Ambidextrie in der Automobilbranche (German Edition)

Christian A. Mahringer

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Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Personal und Organisation, Note: 1,30, Privatuniversität Schloss Seeburg, Veranstaltung: Wirtschaftspsychologische Fragestellungen des Managements, Sprache: Deutsch, Abstract: Die deutsche Automobilindustrie erlebt zurzeit einen intensiven Wandel weg vom Verbrennungsmotor hin zu alternativen Antriebstechnologien. Damit dieser Wandel erfolgreich von Statten gehen kann, muss Ambidextrie vorhanden sein. Ambidextrie ist die Balance aus Exploration und Exploitation unternehmerischer Ressourcen, wie beispielsweise Kompetenzen. Diese Arbeit beleuchtet, welche Kompetenzen zur Förderung von Ambidextrie in der Automobilindustrie benötigt werden und zeigt auf, wie diese entwickelt werden können.

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