



Die Integration Der Balanced Scorecard Methode in Das Supply Chain Konzept

By Sebastian Seidler

Grin Verlag, Paperback. Condition: New. 28 pages. Dimensions: 8.3in. x 5.7in. x 0.3in. Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Controlling, Note: keine, Hochschule fr Angewandte Wissenschaften Hamburg, Veranstaltung: Logistik-Controlling, 15 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Im Zeitalter des internationalen Wettbewerbs, der immer grer werdenden Tendenz zu Kufermrkten, der drastischen Verkrzung von Produktlebenszyklen sowie dem starken Aufkommen von innovativen Informations- und Kommunikationstechnologien, ist es fr Unternehmen signifikanter denn je, sich auf Grenzbergreifende Aktivitten zu konzentrieren um ihre Position gegenber Konkurrenten zu strken. In den vergangenen 10 Jahren rckte aus diesem Grund das Supply-Chain-Management (SCM) in den Fokus der Unternehmensfhrung. Seit der Einfhrung des Supply-Chain-Konzeptes im Einzelhandel, hat es sich auch in anderen Industriezweige, insbesondere der Automobilindustrie, etabliert. Gleichzeitig erweitert sich die Sichtweise durch das Supply-Chain-Management von der traditionell internen, auf das Unternehmen fixiert, auf die Unternehmensbergreifende, globale Sicht. Der gesamte Wertschpfungsprozess wird als Ganzes betrachtet, welchen es dann zu managen gilt. Diesen Prozess zu handeln ist nicht einfach, wie das Scheitern diverser Unternehmen in der Praxis zeigt. Neben Grnden wie Informationsmangel, Mangel an Vertrauen und der Fhigkeit zur Kooperation, spielt das Fehlen eines geeigneten Kennzahlensystems zur berwachung der Aktivitten innerhalb der Supply Chain eine weitere wesentliche Rolle. Der...



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