



Enterprise Microblogging

By Lukas Pfeiffer

GRIN Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x5 mm. This item is printed on demand - Print on Demand Neuware - Bachelorarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,8, Steinbeis-Hochschule Berlin (School of Management and Innovation), Sprache: Deutsch, Abstract: Einleitung Je schneller sich webbasierte Technologien unter Anwendern verbreiten, desto stärker zwingen sie Unternehmen und Organisationen zu einem kulturellen Wandel, der von einem offenen Dialog geprägt ist. Viele Unternehmen versuchen die Motivation und Kreativität und damit gleichsam die Arbeitsleistung ihrer Mitarbeiter zu steigern, wissend, dass sich die Industrie- in eine Dienstleistungsgesellschaft wandelt und wissensintensive Tätigkeiten zunehmend an Bedeutung gewinnen. Aus diesem Grund haben sich zwar zahlreiche Werkzeuge und Verfahrensweisen etabliert, jedoch führten diese Bemühungen nicht immer zu den gewünschten Erfolgen. Zu häufig scheiterten gut gemeinte Vorsätze an veralteten Strukturen und andere, neue Software-Werkzeuge scheiterten an der mangelnden Akzeptanz der Belegschaft. Akzeptanz ist also eine grundlegende Voraussetzung, um Arbeitsprozesse oder Verfahrensweisen zu erneuern und zu verbessern. Andrew McAfee versteht unter Enterprise 2.0 die Verwendung von s.g. Sozialer Software, welche Anwendung in der Projektkoordination, im Wissensmanagement und in der Innen- und Außenkommunikation von Organisationen und Unternehmen findet. Soziale Software sind softwarebasierte Instrumente zur...



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