



# Grundlagen des betrieblichen Ideenmanagements (German Edition)

*Antje Meyer*

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Akademische Arbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 1,5, Hochschule Anhalt - Standort Bernburg, Sprache: Deutsch, Abstract: Die Kreativität der Mitarbeiter spielt eine wesentliche Rolle für die Leistungsfähigkeit eines Unternehmens. Vor diesem Hintergrund setzt sich zunehmend die Ansicht durch, daß der Mitarbeiter, als Mensch, die teuerste und kostbarste Ressource einer Organisation ist, die es zu erhalten gilt. Neben der bedarfsgerechten Aus- und Weiterbildung, effizienter Organisation, wirksamen Anreizsystemen und optimaler Automation können Instrumente der Kreativförderung die Arbeitsproduktion nachhaltig steigern. Die menschliche Arbeitskraft kann nur dann optimal genutzt werden, wenn das Kreativpotential aller Beschäftigten zur Entfaltung gelangt.

Das Ideenmanagement gehört zu den wertbildenden, den Menschen direkt zugewandten, Unternehmensbestandteilen. Es trägt zur Unternehmensidentität nach innen und außen bei. Desweiteren zeigt das Ideenmanagement auf, wie Ziele im Unternehmen erreicht werden und macht Aussagen darüber, wie wichtig die Mitarbeiter, ihre Leistungen und ihre Ideen für eine Unternehmung sind.

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