



Diversifikation und Kernkompetenzen (German Edition)

Markus Klüppel

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Masterarbeit aus dem Jahr 2012 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,0, Fachhochschule Koblenz - Standort RheinAhrCampus Remagen (Betriebs- und Sozialwirtschaft), Veranstaltung: Strategisches Management, Sprache: Deutsch, Abstract: Diversifikation und Kernkompetenzen erscheinen zunächst im Hinblick auf Unternehmensstrategien als diametral entgegengesetzte Begriffe. Diversifikation als eine veraltete, den Anforderungen der globalisierten Wirtschaft kaum noch gewachsene Strategie und Fokussierung auf Kernkompetenzen hingegen als ultimative Waffe im Kampf ums Dasein im globalen Wettbewerb.

Kann Diversifikation im Zeitalter der Globalisierung noch eine adäquate Strategie sein, um Unternehmen im internationalen Wettbewerb gut zu positionieren? Beschränkung auf kleine Gebiete - seien es eng umgrenzte Produkte oder Märkte - erscheint angebracht. Die globale Konkurrenz sorgt schließlich für einen härteren Wettbewerb, der es schwieriger werden lässt in vielen Bereichen gut aufgestellt zu sein.

Die Fokussierung auf Kernkompetenzen kann hier hilfreich sein, um global in bestimmten Segmenten Wettbewerbsvorteile zu erlangen und vor allem zu behaupten.

Die Verfolgung einer auf Kernkompetenzen basierten Strategie schließt aber möglicherweise weiterhin erfolgreich diversifizierte Unternehmen oder Konzerne keinesfalls aus.

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