

Mintzberg On Management

ECMLG 2016 - Proceedings of the 12th European Conference on Management, Leadership and Governance
Künstliche neuronale Netze in Management-Informationssystemen
The Flow of Management Ideas
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geleitwort zur qualifizierten planung steuerung und kontrolle des betrieblichen geschehens benötigt das management aktuelle und qualitativ hochwertige informationen sowohl über die aktivitäten innerhalb des unternehmens als auch über dessen umwelt management informationssysteme als computergestützte informations systeme zur lösung von managementaufgaben sind daher für die unternehmens führung unverzichtbar ansätze zur wesentlichen verbesserung der informationsversorgung durch neue methoden der informationserschließung ergeben sich aus dem gebiet der künstlichen neuronalen netze vor diesem hintergrund wird im rahmen der vorliegenden arbeit untersucht ob durch den einsatz von künstlichen neuronalen netzen eine verbesserung der informationsversorgung für das management erreicht werden kann und wie diese netze zur unterstützung des managements anzuwenden sind die vorliegende arbeit zeigt anhand von beispielen aus der praxis für welche fra gestellungen künstliche neuronale netze zur unterstützung des managements zweckmäßig eingesetzt werden können auf der grundlage dieser analyseergebnisse wird eine software zur anwendung von neuronalen netzen entwickelt die insbesondere den anforderungen an management informationssysteme genügt damit wird gezeigt daß es möglich ist neuronale netze zur unterstützung des managements einzusetzen ohne daß der manager über

spezielles Wissen für das Arbeiten mit neuronalen Netzen verfügen muß auf diese Weise wird deutlich daß die Methode der Anwendung von künstlichen neuronalen Netzen eine qualitative Verbesserung für die Informationsversorgung des Managements bewirken kann

the widespread promotion of management ideas their regular inclusion in textbooks and business school curricula and their use in organizational change programs has engendered debates about the impact of these ideas on management and organizational practice based on analyses of managerial audience members activities and related meaning making prior to during and after guru events with leading management thinkers this book sheds new light on how management practitioners come to use management ideas in the different relevant contexts of their working lives the authors argue that a broader more differentiated and more dynamic view of managerial audiences is essential in understanding the impact of management ideas as well as the nature of contemporary managerial work for scholars and students in organisation studies knowledge management and management consultancy as well as reflective management practitioners

1 management meaning definition characteristics and Fayol's principles 2 scientific management meaning objectives relevance and criticism 3 planning meaning characteristics types advantages and disadvantages 4 management by objectives m b o 5 organisation meaning definition process principles and formal informal organisation 6 types or forms of organisation 7 span of management 8 authority and delegation of authority 9 co ordination 10 control 11 communication 12 motivation meaning importance major theories extrinsic and intrinsic motivation 13 leadership

master's thesis from the year 2012 in the subject business economics business management corporate governance grade 1.7 Heilbronn University language English abstract women are still significantly underrepresented in top management positions and leadership is still associated with the male gender as leadership theories traditionally focus on men this is especially evident in China which has one of the world's highest female labor participation but a female share of only eight percent on the corporate boards although Chinese women's tertiary educational attainment is now equal to the tertiary education of Chinese men they still face many barriers on their way to the top the strong influence of Confucian values perceiving women as inferior to men remains noticeable until today and women find themselves exposed to a strongly patriarchal business environment as being traditionally the main care givers of their families they are deemed to be expensive potential mothers and thus gender preference can be observed second classical leadership theories of the Western culture as well as of the Chinese culture are introduced to provide a common understanding of their approaches further the situation of women in the past and of today is being compared as well as their leadership styles access to managerial leadership positions and the barriers they face since educational attainment of both genders does not explain why women are rarely found on the upper managerial ranks other reasons that could be a barrier for women's career advancement are examined in this research

issues for include annual air transport progress issue

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