

Alexander Berger

Contemporary Development in Business and Management

Beiersdorf

Research Paper
(undergraduate)

Contemporary Development In Business And Management

**Anne Marie Thake, Kiran Sood, Ercan
Özen, Simon Grima**



Contemporary Development In Business And Management:

Business Management Case Studies Patrick Siegfried, 2021-07-02 Business Concepts for Management Students and Practitioners

Contemporary Development Ethics from an African Perspective Beatrice Okyere-Manu, Stephen Nkansah Morgan, Ovet Nwosimiri, 2023-07-29 This book offers fresh academic insights reflections questions issues and approaches to development ethics taking into account African values and ethics Development ethics is an area of applied ethics that examines the moral issues involved in global social and economic transformation While it is a relatively new discipline there have been numerous scholarly publications on it from Western perspectives However only a few studies that focused on development ethics from the African perspective To address this gap the book seeks to answer critical questions such as What does development mean to Africans How can we measure development Who gets to decide and What constitutes just development in Africa With contributions from African scholars from diverse backgrounds the book covers various development themes such as Theories and approaches to development ethics in Africa Environmental Ethics and African Development Ethics Politics and African Development Migration and African development Gender Ethics and Socio economic Development in Africa Education Ethics and African development It is an essential resource for researchers lecturers and students interested in political philosophy and African culture studies

Contemporary Development in Business and Management Alexander Berger, 2011-06 Research Paper undergraduate from the year 2010 in the subject Business economics Personnel and Organisation grade 73% University of Sunderland language English abstract Nowadays the interface of the external and internal environments is of great importance Companies can influence their internal environment but they generally have less influence on the external environment Furthermore the demographic change is challenging most companies On the one hand they have to adjust to the changing customers needs and on the other hand they have to deal with the decline of the workforce on the labour market As an leading international branded consumer goods company Beiersdorf is influenced by external and internal factors in many ways This report is divided into two parts The first part will evaluate the internal and external environment of Beiersdorf On the basis of the Beiersdorf s history development the internal environment will be analysed Furthermore the external environment will be presented within the scope of the PEST analysis and Porter s five forces The second part will show how demographic factors influence Beiersdorf s policies and how the company has responded in the past At the end areas of improvement regarding demographic factors will be proposed

Contemporary Human Resources Management in the Tourism Industry Tüzünkan, Demet, Alt?nta?, Volkan, 2018-08-24 The tourism industry is the largest service industry and the largest employment generator in the world This was made possible by increasing globalization and disposable income with the labor force playing an important role Factors such as quality of services and business performance depend on a well educated well trained skilled enthusiastic and committed workforce Contemporary Human Resources Management in the Tourism Industry is a pivotal reference source

that provides research on the role of human resource departments in creating value for the workplace through innovation and efficient work processes While highlighting topics such as organizational structure gender equality and employee motivation this publication explores the development of organizational culture as well as methods of translating business strategy into action through dramatically managing staff on all levels in the tourism industry This book is ideally designed for human resources managers business owners business professionals researchers and academicians seeking current research on the organizational skills and strategies necessary in creating effective tourism businesses *Human Resource (Talent) Development* Ronald R. Sims,2023-01-01 The rapidly transforming environment that we live in has made human resource development HRD all the more necessary for the success of today s organizations HRD initiatives help their organizations by developing employees who assist their organizations in not only surviving but thriving in our increasingly global world Today s best practice or benchmarked organizations and their HRD professionals continue to recognize the importance of employee learning knowledge skills and motivation to organizational success This recognition increasingly opens many doors as organizational leaders accept the fact that HRD initiatives can be used to ensure that organization members have what it takes to successfully meet the demands that confront them and their organizations This book takes the position that HRD can demonstrate how their initiatives help to develop a superior workforce so that the organization and its individual employees can accomplish their strategic and operational goals in service to their clients or customers This book is written with the belief that HRD professionals have many opportunities to learn change and find ways both in and outside of the workplace to contribute to the development of learning organizations as we move further into the 21st century A major point of this book is that HRD will continue to become more and more important to organizational success when one considers the increased responsibilities HRD professionals have taken on during and post the COVID pandemic The primary audience for this book is practicing HRM and HRD professionals and other organizational leaders The book provides proven ideas important to demonstrating the value of HRD From a practical viewpoint it is based on actual experience a strong research base and accepted practices presented in an easy to read form A second target audience is students of HRD and HRM who are preparing for careers in this important field This book will help them develop a solid foundation to the study of HRD practices or initiatives that are key to HRD success regardless of the type of organization A third target audience is managers or leaders at all levels of an organization who are expected to take on a number of HRD responsibilities e g as trainers coaches mentors change agents and so on while regularly partnering with HRD professionals It offers these individuals a firsthand look at what they should expect of their HRD functions or areas and how they can effectively work with HRD professionals in their organizations to achieve the organizations strategic goals by getting the most out of its human people

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Contemporary Development in Business and Management Alexander Berger, 2011-06-20 Research Paper undergraduate from the year 2010 in the subject Leadership and Human Resources Miscellaneous grade 73% University of Sunderland language English abstract Nowadays the interface of the external and internal environments is of great importance Companies can influence their internal environment but they generally have less influence on the external environment Furthermore the demographic change is challenging most companies On the one hand they have to adjust to the changing customers needs and on the other hand they have to deal with the decline of the workforce on the labour market As an leading international branded consumer goods company Beiersdorf is influenced by external and internal factors in many ways This report is divided into two parts The first part will evaluate the internal and external environment of Beiersdorf On the basis of the Beiersdorf s history development the internal environment will be analysed Furthermore the external environment will be presented within the scope of the PEST analysis and Porter s five forces The second part will show how demographic factors influence Beiersdorf s policies and how the company has responded in the past At the end areas of improvement regarding demographic factors will be proposed

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