



Verknüpfung von E-Learning und Wissensmanagement in der Unternehmensstrategie - Potenziale und Problemfelder

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Condition: New. Publisher/Verlag: epubli | In dieser Arbeit werden Überlegungen zur Verknüpfung von E-Learning und Wissensmanagement in der Strategie von Unternehmen angestellt und die aktuellen Potenziale und Problemfelder beleuchtet, die sich damit verbinden. Ausgehend von der These der zahlreichen Verschmelzungsphänomene zwischen E-Learning und Wissensmanagement durch die Entwicklung des Web 2.0 gliedert sich die Arbeit in zwei Phasen: Zuerst wird ein theoretischer Bezugsrahmen zur Rolle von Wissensmanagement und E-Learning in der Unternehmensstrategie erarbeitet. Dabei wird die Bedeutung des Wissensmanagements aus Sicht der Management- und der Personalentwicklung dargestellt. Danach wird auf die strategischen Aspekte sowie auf die organisatorischen Rahmenbedingungen von E-Learning in Unternehmen eingegangen. Zuletzt wird die Hauptforschungsfrage beleuchtet: die Auswirkungen aus der Verknüpfung von E-Learning und Wissensmanagement in Unternehmensstrategien. | Format: Paperback | 133 gr | 297x210x2 mm | 36 pp.



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