



Personalrecruiting im Web 2.0 bei der AUDI AG (German Edition)

Benjamin Rudholzer

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Studienarbeit aus dem Jahr 2013 im Fachbereich BWL - Personal und Organisation, Note: 1,7, HAWK Hochschule für angewandte Wissenschaft und Kunst - Fachhochschule Hildesheim, Holzminden, Göttingen, Sprache: Deutsch, Abstract: Bei der Neubesetzung von vakanten Personalstellen werden von Seiten der deutschen Wirtschaft Probleme erwartet. In der Studie ‚Recruiting Trends 2012‘ wird dargestellt, dass 90 Prozent der führenden deutschen Unternehmen der Meinung sind, es werde in den nächsten Jahren schwieriger, qualifiziertes Personal zu finden. Dies führe bereits jetzt dazu, dass alle Teilnehmer im Jahr 2013 vakante Stellen haben. Gerade in den Fächern Mathematik, Informatik, Naturwissenschaften und Technik (MINT) werden Probleme auf dem deutschen Arbeitsmarkt erwartet. Die OECD stellte in einer Studie 2008 fest, dass auf 100 Ingenieure in Deutschland, die über 55 Jahre alt sind, nur 90 Ingenieure im Alter von unter 35 Jahren nachkommen. Die Unternehmen sind gezwungen, sich immer intensiver mit dem Thema Personalbeschaffung zu befassen und neue Formen der Personalnachbesetzung zu entwickeln. Diese erhöhten Recruitingbemühungen der Unternehmen werden als ‚War for talents‘ bezeichnet. Dieser Begriff wurde erstmals im Jahr 1997 durch das Buch ‚The War for Talent‘ geprägt und breitete sich weltweit aus. Der Spruch kann sinngemäß mit ‚Kampf um die Besten‘ übersetzt werden. Dies zeigt auch, dass im globalen Internetzeitalter die Ressource Personal an Bedeutung extrem hinzugewonnen hat und ausschlaggebend für den Erfolg eines Unternehmens ist. ...

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