



Porters Markteintrittsbarrieren Aus Neoinstitutionalistischer Perspektive (German Edition)

Anne Wie Ner, Anne Wiessner

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,7, Technische Universität Chemnitz, Sprache: Deutsch, Abstract: Imitatoren können gleichermaßen erfolgreich sein wie Innovatoren. Die vorliegende Arbeit stellt diese Aussage unter neoinstitutionalistischen Gesichtspunkten als Ausgangsthese dar. Als Grundlage dienen die Markteintrittsbarrieren von Michael E. Porter, die kritisch diskutiert werden. Schlussfolgernd kann man feststellen, dass Imitatoren Möglichkeiten haben, die Markteintrittsbarrieren zu überwinden, indem sie die Eintrittsbarrieren als Signale erkennen, die ihnen aufzeigen, welche Fähigkeiten und Ressourcen für einen erfolgreichen Markteintritt noch erforderlich sind. Jedoch steht der Neoinstitutionalismus in vielerlei Hinsicht den ökonomischen Ansichten entgegen und entwirft eine neue Sichtweise auf die Markteintrittsbarrieren. Dies offenbart einige Grenzen dieser Theorie bei der Problematik der Markteinführung einer Imitation. Abschließend werden zukünftige Trends der Markteintrittsbarrieren und Theorien, wie der ressourcenbasierte Ansatz, dargestellt, die über die Grenzen des Neoinstitutionalismus hinausgehen.

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