



# **Positive Organizational Scholarship und Appreciative Inquiry: Change Management in Unternehmen (German Edition)**

*Susanne Vetter*

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Studienarbeit aus dem Jahr 2010 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 1,3, Universität Hamburg, Veranstaltung: Seminar Change Management , Sprache: Deutsch, Abstract: Im Rahmen einer Hausarbeit zum Seminar Change Management wird durch Literaturrecherche der Frage nachgegangen, wie sich Unternehmen mit den Ansätzen der „Positive Organizational Scholarship“ (POS) und „wertschätzenden Erkundung“ (AI) verändern lassen. Die Arbeit soll erreichen, dass mit einer gewissen Basiskompetenz stärken-orientierte Veränderungsprozesse gestaltet werden können. Zu Beginn wird deshalb der Ablauf der traditionellen Organisationsentwicklung (OE) aufgegriffen, die den Fokus bei Veränderungen auf Defizite legt. Dadurch verdeutlichen sich die Vorteile der beiden modernen Ansätze, die jeweils anschließend mit ihren Konzepten und kritischen Aspekten beleuchtet werden. Es zeigt sich, dass POS einen wissenschaftlichen Forschungsansatz darstellt, der herausragende Zustände in Organisationen untersucht, während sich AI als Anwendungsmethode eignet, die über eine wertschätzende Erkundung der vorhandenen Stärken zusätzliche Potentiale aufdeckt. Gemeinsam ist beiden Konzepten, dass sie sich für zeitgemäße Veränderungsprozesse einsetzen lassen, weil sie durch den Blick auf die Stärken stets individuelle und emergente Energie freisetzen, die die Leistungen in Unternehmen dynamisch verbessert.

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