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Titolo	Managing in a VUCA World // edited by Oliver Mack, Anshuman Khare, Andreas Krämer, Thomas Burgartz
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ISBN	3-319-16889-4
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Descrizione fisica	1 online resource (267 p.)
Disciplina	650
Soggetti	Operations research Decision making Leadership Organization Planning Operations Research/Decision Theory Business Strategy/Leadership
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Phenomenon of VUCA and Complexity -- Perspectives on a VUCA World -- Simple More Complex: A System Approach to VUCA -- Leadership, Strategy and Planning -- Program Management in VUCA Environments: Theoretical and Pragmatical Thoughts on a Systemic Management of Projects and Programs -- Keeping the Flow: Creating Opportunities Based on Well Structured Collaboration -- Risk Management in a VUCA World: Practical Guidelines Based on the Example of a Multinational Retail Group -- Marketing & Communication -- Measures to Understand and Control Customer Relationship and Loyalty -- Pricing in a VUCA World: How to Optimize Prices, if the Economic, Social and Legal Framework Changes Rapidly -- Corporate Communication in a VUCA Environment -- Operations and Cost Management -- Addressing Volatility, Uncertainty, Complexity and Ambiguity (VUCA) Through Insourcing and Backshoring -- A Framework for Operational Agility: How SMES Are Evaluating Their Supply Chain Integration -- Mittelstand and Decision-Oriented

Controlling -- Sustaining Reductions in Aircraft Emissions for Canada's Major Airlines -- Organization and Culture -- Organizational Approaches to Answer a VUCA World -- Environmental Justice in a VUCA World -- IT, Technology and Data Management -- The Uncertainty of Information Systems: Cause or Effect of VUCA? -- Volatility, Uncertainty, Complexity and Ambiguity in Higher Education.

Sommario/riassunto

This book examines volatility, uncertainty, complexity and ambiguity (VUCA) and addresses the need for broader knowledge and application of new concepts and frameworks to deal with unpredictable and rapid changing situations. The premises of VUCA can shape all aspects of an organization. To cover all areas, the book is divided into six sections. Section 1 acts as an introduction to VUCA and complexity. It reviews ways to manage complexity, while providing examples for tools and approaches that can be applied. The main focus of Section 2 is on leadership, strategy and planning. The chapters in this section create new approaches to handle VUCA environments pertaining to these areas including using the Tetralemma logics, tools from systemic structural constellation (SySt) approach of psychotherapy and organizational development, to provide new ideas for the management of large strategic programs in organizations. Section 3 considers how marketing and sales are affected by VUCA, from social media's influence to customer value management. Operations and cost management are highlighted in Section 4. This section covers VUCA challenges within global supply chains and decision-oriented controlling. In Section 5 organizational structure and process management are showcased, while Section 6 is dedicated to addressing the effects of VUCA in IT, technology and data management. The VUCA forces present businesses with the need to move from linear modes of thought to problem solving with synthetic and simultaneous thinking. This book should help to provide some starting points and ideas to deal with the next era. It should not be understood as the end of the road, but as the beginning of a journey exploring and developing new concepts for a new way of management.
