

Abstracts (englisch)

Christian von Ferber

Sozialforschung - ein zukunftsweisendes Modell für Interdisziplinarität und Praxisorientierung Social Research - a forward-looking model for interdisciplinarity and the orientation towards practice

Interdisciplinarity and the orientation towards practice are viewed as the key qualifications for scientific support in the Federal Republic. But "eagerly speaking about what is to be, one forgets what is" (Th.W. Adorno) - empirical social research has managed to realize these two qualifications in a most exemplary way. It has accompanied social change in the Federal Republic with regard to the future: the democratization after the fascist dictatorship, the modernization of public service systems (education, social security, health). Rendering society economic is making great demands on the way social research views itself as well as on its infrastructure.

This reorientation challenges the balancing of the latest developments in research, which have been accomplished up to now, in order to secure them in the sense of a cumulative progress in realization.

Annette Schnabel

Teilnahmeverhalten bei Unternehmensbefragungen Unit Nonresponse in Organisational Surveys

Reliable conclusions from random samples require that nonresponses are relatively few and non-systematical. In particular, establishment surveys have a higher risk of bias in nonresponse than the more common surveys of individual interviewees. This article argues that this is caused by the special features of the interview situation in establishment surveys: When replying to researchers' questions, individuals as representatives of organisations act under very different sets of constraints compared to individuals as 'representatives of themselves'. This leads to differences in decision-making about survey participation. These differences will be explored with special attention to a theoretical explanation of nonresponse and to aspects of the interview situation which researchers might be able to influence in favour of higher response probabilities.

Frieder Naschold

Die Siemens AG - Inkrementale Anpassung oder Unternehmenstransformation?

Eine Fallstudie über Kontinuität und Wandel eines Konzerns
Siemens AG: Adaption or Transformation?

The following article analyzes the company's reactions in adapting on a strategie as well as operational level. The author examines especially the TOP-movement, which was initiated in 1992/93 by the central managing directors (executive board). As examples for adequate processes "Public Network" (ÖN), "Private Network" (PN) and "Siemens Nixdorf information systems" (SNI) are presented.

This article presents interim results of complex transformation processes due to the selectivity of the chosen examples, time restrictions (1992/93 to summer 1995) and restricted evaluation material.

Kurt-Georg Ciesinger, Rüdiger Klatt, Rainer Ollmann

Multimedia in der Druckindustrie: Anforderungen an Beschäftigte und Betriebe **Multimedia in the printing-industry: Demands on the employees and firms**

By the use of the new, digital media, the action conditions especially for the medium-sized and small enterprises of the printing industry in Germany are changing radically. Multimedia information processing technologies and high-performance telecommunication networks modify the supply as well as the domestic markets, which as a consequence develop new demands for organization and qualification strategies in the firms. Against this background an interrogation of more than 50 experts was designed in order to identify a model for the successful transition of the printing industry to a new multimedia industry. This »Profile of Multimedia Requiries« in the innovation areas of technology, organization, personnel and market offers a basis for individual firm strategy planning and led to the initiation of the »Innovation Offensive« in the region of North Rhine-Westphalia.