

Abstracts (English)

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The vision of the virtual company - Examples

The „vision“ of the virtual company, which advertises for the spatial, temporal and social boundlessness of the service preparation in (global) computer networks, develops itself into a further innovation paradigm for organizations.

The paper illustrates with three examples the effects of the new paradigm on new and on established corporations. The conversion of this vision into company practice occurs clearly more cautiously as expected. The conventional structures of the company service preparation do not remove themselves, as far as we can see. It is to be presumed that the discourse around the future model of „virtual company“ adheres a line of blind spots, which hinder a more successful multimedia strategy of the companies. Above all a desocialized term of communication in the model, which reduces communication to data exchange, leads to misjudging systematically the functions of spatial, temporal and social integration in companies.

Keywords: multimedia, virtual company, vision research

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Virtual companies in the media industry

Practical model for SME

The media industry is using as well as producing new media technologies on a very high level. Therefore this branch should be better prepared in order to build virtual companies compared to other SME-industries. In the last three years the authors have been involved in the process of establishing such a virtual network of more than a dozen small and medium-sized companies. It showed that the process of building virtual production structures is not the result of top-down planning (as discussed in common literature) but of evolutionary processes based on trial and error. Nevertheless networks can be a very mighty way to enter the future markets for new media products and services. But this way can only be successful, if the attitudes, behavior dispositions and decision making habits of the management in SMEs are not seen as an error or defect caused by the person which disturbs a rational decision. The process of planning virtual organizations has to accept these habits as specific and not to be overcome criteria of SME-decision making. Concepts for the establishment of virtual networks must therefore be held extremely flexible and dynamic and must be based on volition of every person and company involved in any step of the process.

Keywords: co-operation, evolutionary company development processes, media industry, SME-networks, virtual companies

Martin Wind

Officialism on the data highway

Will multimedia and the internet also trigger „online administration“?

The use of information and communication technology in public administrations is connected with expectations about administrative reorganisation and modernisation. The following contribution confronts technical blueprints with the current situation of public administrations. Despite existing deficits in the administrative use of technical applications, municipalities especially have to act as “mediator“ between different actors in regional online-projects to promote the development of mutually used technical systems.

Keywords: digital signatures, electronic government, new public management, virtual administration

Knut Blind, Peter Zoche

The future importance of multimedia networks

Select results of the Delphi '98 study

In February 1998 the results of the Delphi '98 study, a survey about the global developments of science and technology were published. One area is explicitly devoted to information and communication technologies and their applications, whereby the latter can also be found in other questionnaires like „Service and Consumption“. Finally, over 1.800 R&D experts from industry and universities participated in the two rounds of the survey. The analysis of the survey concerning multimedia communication systems made obvious that they have a cross-cutting impact on many applications of other technology fields. Furthermore their high importance for our economic and social development are supported by the results. Because of the German weaknesses in the international technological competition the need to develop private and public strategies especially concerning international cooperation is very high.

Keywords: applications, Delphi-method, information and communication technology, multimedia networks