



Automatisierung von Dienstleistungen (German Edition)

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Nach der Einleitung wird im zweiten Kapitel die These des Arbeitenden Kunden kurz im Allgemeinen vorgestellt. Im dritten Kapitel wird der historische Prozess der zunehmenden Auslagerung betrieblicher Funktionen auf die Kunden beschrieben. Im darauffolgenden Kapitel geht es um die Entdeckung des aktiven Konsumenten in der betriebswirtschaftlichen Forschung. Zudem wird aufgezeigt, wie das Zusammenspiel zwischen aktivem Konsument und Unternehmen funktioniert. Dabei wird auch der betriebliche Hintergrund der Entwicklung beleuchtet werden. Im fünften Kapitel wird der Strukturwandel skizzenhaft anhand der Dimensionen Praxis, Ökonomie und Existenzialität diskutiert. In diesem Kontext wird der Zusammenhang von Arbeitskraftnutzung und Konsum verdeutlicht. Um die Skizze des neuen Arbeitenden Kunden anschaulich zu machen, folgt an dieser Stelle ein grobes Raster historischer Konsumententypen. Den Abschluss der Arbeit bildet letztlich das Fazit zum behandelten Thema.

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