

Der Life Event Cycle – Nutzungsmöglichkeiten eines neuen Managementansatzes in der Betriebswirtschaft

Brandstätter Manfred¹ und Gölzner Herbert² und Siems Florian³

Abstract

Not until recently has Life Event Cycle been discussed as a new way to look at target groups. The underlying idea is that the needs of one group change (and hence the phase of life a group is in) as circumstances change. In the following paper we will show how this approach can be used in Marketing, Human Resource Management and in Business Network Management in order to optimize the management of these respective groups and hence the success of the enterprise as a whole.

¹ Fachhochschule Salzburg GmbH, Studiengang BWI, Fachbereichsleitung Informationsmanagement, Urstein Süd 1, 5412 Puch/Salzburg.

² Fachhochschule Salzburg GmbH, Studiengang BWI, Fachbereichsleitung Human Resource Management Urstein Süd 1, 5412 Puch/Salzburg.

³ Fachhochschule Salzburg GmbH, Studiengang BWI, Fachbereichsleitung Marketing und Medien, Urstein Süd 1, 5412 Puch/Salzburg.