



"Consumerization of IT" - Buzzword 2011: Analyse von Chancen und Gefahren (German Edition)

Christopher Franke

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Bachelorarbeit aus dem Jahr 2011 im Fachbereich Informatik - Wirtschaftsinformatik, Hochschule für Technik und Wirtschaft Berlin, Sprache: Deutsch, Abstract: Die vorliegende Arbeit befasst sich mit der Thematik einer Integration, von Consumer-IT in einem Unternehmensnetzwerk. Zunächst wird auf die theoretischen Grundlagen von Begriffen eingegangen, bevor über die technologischen Möglichkeiten ein Überblick verschafft wird. Anschließend werden ausführlich die Aspekte der „Consumerization of IT“ vorgestellt. Als Datengrundlage dienen hierbei, geführte Interviews mit IT-Verantwortlichen von Unternehmen und Hochschulen. Aufbauend auf diesen Ergebnissen, wird eine SWOT-Analyse anhand eines fiktiven Unternehmens durchgeführt. Die Erkenntnisse werden abschließend aufgezeigt, wobei Hinweise auf weitere Forschungspotentiale gegeben wird.

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