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Complementor Relationship Management: Herausforderungen und Lösungskonzepte (Information - Organisation - Produktion) (German Edition)

Armin Günther

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Armin Günther identifiziert und positioniert das sogenannte Complementor Relationship Management (CoRM) als eigenständige Sparte des Business Relationship Managements (BRM). CoRM ist das Geschäftsbeziehungsmanagement zu Anbietern ergänzender Leistungen wie Zubehör, transaktionsförderliche Finanzdienstleistungen sowie produktbegleitende Dienstleistungen, geschäftsbeziehungsförderliche- und wertschöpfungsoptimierende Infrastruktur- oder After Sales-Leistungen. Der Stellenwert dieser Sparte des BRM nimmt aufgrund der zunehmenden Spezialisierung der Komplementoren auf ihre Kernkompetenzen und dem Kundenwunsch nach integrierten Solutions erheblich zu. Der Autor leitet aus generischen Bausteinen eines BRM ein innovatives BRM-Modell ab, das der Komplexität einer netzwerkförmigen Wertschöpfung gerecht wird. Diese Komplexität schlägt sich etwa im heterogenen Spektrum von Akteurstypen, deren Interaktionsvernetztheit, in multiplen Rollen derselben Akteure sowie in einer steigenden Komplexität von Absatzgütern und -prozessen nieder.

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