

Economia E Gestione Delle Imprese Pdf

Franco Fontana, Matteo Caroli

Project Management Office Vincenzo Morabito, 2014-12-10T00:00:00+01:00 This book analyzes the role and the best practices of the Project Management Officer (PMO), a strategic function for those organizations, which are focused on the technological transformation and the digitalization of their own business. The author decided to activate a comparison between the competencies and the experiences typical of the professionals and the managers' concrete activities, in order to connect two different views. This project, aimed to connect practice and theory and create a knowhow useful for companies' activity, has identified six primary themes. First of all, it proposes a predictive model for current organizations, meant as idiosyncratic combination of projects and processes. They then analyze the concept and the role of PMO, as central figure in determining the efficient control for the transformational process, as required by the business digitalization. Another chapter is related to a critical analysis of the company's functions that a PMO could do (they are mostly seven). The different activities' combinations create different PMO's models, which have to be planned in correspondence of the different business's needs. Another important analysis concerns the coding processes related to the project's knowhow (reporting, Project Review Meeting, issue logs, i.e.). Peculiar attention is given to the risk management, topic that is always more central in a dynamic environment, oriented to the resources' optimization. This contest is completed in the last chapter, in which are reported some considerations from interviews made at CIOs of leading companies, about IT and project management issues.

Handbook of Research on Retailer-Consumer Relationship Development Musso, Fabio, Druica, Elena, 2014-05-31 Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. Handbook of Research on Retailer-Consumer Relationship Development offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

Non-Knowledge Risk and Bank-Company Management Vincenzo Formisano, 2016-01-26 In the current economic scenario, the intangible assets contribute significantly to the construction of the competitive positioning of a company. It follows that

this intangible information must be appropriately considered in the internal rating system (IRSs). Currently key aspects of business risk and operational risk such as potential for growth, competitive capabilities, core competencies, role in the supply chain of membership, and governance are being considered as secondary in this system. Intangible factors such as the milieu of the company and the environment in which it operates, are not being appropriately considered. In this book, Vincenzo Formisano proposes new guidelines aimed to set desirable IRSs in which the weight of intangible assets is appropriately and properly valued. He addresses practical rules for achieving a rating system capable of understanding and enhancing the intangible assets of a company and for the assessment of creditworthiness. The first part of the book focuses on existing practices; the second part exposes a general model for the classification and interpretation of intangibles. The third part provides practical guidelines designed to configure desirable rating models in which the weight of intangible assets is correctly considered. This book offers theoretical and practical insights and an easy-to-read approach which provides a valuable source of information for teachers and students in Finance. It is also a useful reference point for the Banking, Accounting and Finance managerial communities.

Management - Terza edizione Francesco Perrini, 2020-04-01T00:00:00+02:00 La crescente complessità delle dinamiche competitive ha portato alla ricerca di nuove modalità di creazione del valore finalizzate a sostenere l'equilibrio delle imprese nel lungo periodo. La sostenibilità aziendale, definita come nuovo modello manageriale basato sulla valorizzazione delle relazioni e sulla capacità dell'impresa di integrare strategicamente questioni sociali e ambientali - nei processi aziendali e nelle interazioni con gli stakeholder - sta acquisendo un rilievo crescente quale approccio innovativo per il successo dell'impresa. Da un lato agisce sul miglioramento della capacità di rispondere alle richieste provenienti dal contesto di riferimento; dall'altro implica un ripensamento dell'approccio strategico alla gestione dell'impresa. Il manuale fornisce - all'interno di una visione innovativa, per processi e interfunkzionale - un inquadramento completo ai temi dell'economia aziendale e della gestione d'impresa, a partire dalle teorie e dai modelli consolidati in letteratura, per approdare agli aspetti più concreti del governo dell'impresa, della sua gestione strategica e di quella «operativa» dei giorni nostri, guardando ai modelli di business solo qualche anno fa inimmaginabili come Airbnb o Uber.

Economia e gestione delle imprese Nicola Misani, Andrea Ordanini, Francesco Perrini, Sergio Pivato, 2021-04-30T00:00:00+02:00 Il manuale, rivolto agli studenti universitari e impostato in accordo con le esigenze dell'ordinamento didattico triennale, è stato scritto con l'intenzione di raggiungere due obiettivi essenziali: il primo è quello di fornire uno strumento didattico che consenta di fare proprie non solo le conoscenze, ma anche le abilità e gli atteggiamenti di base per operare in ruoli manageriali e imprenditoriali; il secondo è quello di contribuire al rinnovamento della disciplina a fronte delle più recenti evoluzioni delle imprese.

Intellectual Capital Strategy Management for Knowledge-Based Organizations Ordóñez de Pablos,

Patricia,Tennyson, Robert D.,Zhao, Jingyuan,2013-03-31 With the proper management, knowledge-based resources (human capital, relational capital, structural capital) aim to contribute to the creation of a competitive advantage not only for companies and institutions, but also for nations and economic regions. Intellectual Capital Strategy Management for Knowledge-Based Organizations brings together new perspectives on the knowledge-based view of strategy management as it considers the role of companies, organizations, and nations in the storage and measurement of their knowledge. This book is useful for industry leaders, practitioners, academics and scholars interested in emerging aspects of knowledge management and industry services.

Microimpresa macrocompetizione Andrea Scalia,2013-01-09T00:00:00+01:00 Questo libro nasce, prima di tutto, da una grande passione e da una esperienza per la microimpresa, quel luogo produttivo e ideale in cui l'essere umano artefice e protagonista della propria esistenza lavorativa, ben lungi dalla fabbrica fordista del famoso film di Charlie Chaplin, Tempi Moderni. Oggi in Italia inevitabile puntare sulla microimpresa, quella della manifattura, dei servizi, del commercio o dell'agricoltura, una forma organizzativa che molto pi diffusa di quello che comunemente si crede: le microimprese con meno di 20 addetti rappresentano in Italia il 98% circa di tutte le imprese esistenti. Vi sono motivazioni profonde, insomma, per interessarsi della microimpresa e il contesto tecnologico della nostra epoca non solo non limita le peculiarit presenti nel DNA italiano, quali sono l'ingegno e la creativita, ma ne esalta le caratteristiche ed in grado di spalmarle, potenzialmente, in tutto il mondo piatto ben descritto da esperti e guru. Un avvertimento necessario: la competizione delle imprese italiane dovrebbe finalizzarsi al sempre maggiore valore dei prodotti e servizi realizzati. e un certo tipo di innovazione la chiave di volta per gli imprenditori italiani che, da sempre, sono attenti per aggiungere peculiarita e valore al loro lavoro, quella innovazione che spesso non si vede, quella fatta giorno dopo giorno con l'ossessione della perfezione, quella invisibile che sta dentro le catene globali del valore, quella che ormai si sviluppa nelle reti e nei collegamenti del mondo globale, quella, in sintesi, di cui racconta questo libro

Economia e geografia del turismo Fiorella Dallari,Silvia Grandi,2005

Economia e gestione delle imprese Anna Cabigiosu,Andreas Hinterhuber,2019

L'industria, rivista di economia e politica industriale ,2009

Rivista di storia economica ,2006

Economia e gestione delle imprese Alessandro Baroncelli,Luigi Serio,2013 Il presupposto di base della riflessione proposta nel volume e che solo un'impresa forte, nei suoi valori e nell'unicita dei suoi vantaggi competitivi, e un management preparato siano i reali antidoti alla crisi del nostro decennio. Questo manuale intende restituire ai suoi lettori prioritari, gli studenti, un senso logico e sostenibile delle dinamiche delle imprese, in primo luogo tornando ai fondamenti che ne caratterizzano le determinanti d'azione e in secondo luogo rileggendo i piu recenti fenomeni aziendali attraverso la

comprensione dei contesti settoriali, del ruolo delle risorse e competenze e delle relazioni inter-organizzative. Questa chiave di lettura influenza tutti i capitoli partendo dal presupposto, mai messo in discussione nel testo, che l'impresa sia il soggetto economico fondamentale delle economie di mercato e l'oggetto di riferimento per gli studi di management. Il manuale si snoda utilizzando come prima chiave di lettura quella dell'evoluzione delle imprese e del loro contesto di riferimento, per transitare successivamente verso l'analisi di nuove forme di relazione fra imprese e l'individuazione di meccanismi che influenzano i nuovi fattori alla base del successo delle organizzazioni. In riferimento al contesto competitivo italiano, la seconda parte tende a declinare gli elementi di base delle reti di impresa sulla realtà delle piccole e medie imprese come forma di aggregazione spesso elettiva per la loro crescita competitiva e riconosciuta a livello internazionale come caratterizzante il modello di sviluppo economico italiano. Il volume si rivolge agli studenti dei corsi di Economia e gestione delle imprese, agli studiosi della materia e ai manager e professionisti del settore.

Economia aziendale e gestione delle imprese. Casi aziendali ed esercizi Irene Dagnino, Nicola Misani, Daniela Montemerlo, 2012

Vagamondo. Turismi e turisti in Sardegna Giovanni Sistu, 2007

Eserciziario di economia e gestione delle imprese Salvatore Torrisi, Hermann Graziano, 2019

Economia e gestione delle imprese Franco Fontana, Matteo Caroli, 2009

Economia aziendale e gestione delle imprese. Casi ed esercitazioni. Con CD-ROM Alessandro Marino, Daniela Montemerlo, Francesco Perrini, 2006

Economia & lavoro, 2008

Quaderni di economia e gestione delle imprese, 19??

Management. Economia e gestione delle imprese Francesco Perrini, 2012

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