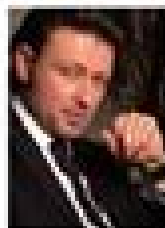


Das Unternehmensserviceportal und seine "public awareness"

Das vorliegende Buch setzt sich in Form einer Evaluierung mit einem auf IT Basis funktionierendem Servicetool für UnternehmerInnen – dem Unternehmensserviceportal (in Folge kurz USP) auseinander. Neben einem Überblick über die Entstehungsgeschichte des USP, den gesetzlichen und rechtlichen Rahmenbedingungen und den Visionen und Zielen die hinter der Idee dieses IT Tools stehen soll vor allem der Bereich der Öffentlichkeitsarbeit, des Dienstleistungsmarketings und somit in Folge die sogenannte „public awareness“ dieses Serviceproduktes der Verwaltung für die Wirtschaft hinterfragt werden. Dies erfolgte innerhalb der Zielgruppe der Klein- und Mittelunternehmen (kurz KMU), welche in Österreich den höchsten Unternehmeranteil aufweisen. Anhand der Zielgruppe der UnternehmergründerInnen wurde in Form von Interviews evaluiert, inwieweit die public awareness eines in diesem Fall speziellen Servicetools der Verwaltung platgegriffen und den Verwaltungsauftrag der Befragten dadurch erleichtert hat.



geb. 1964 in Wien Studium: Public Management, Professional Management und IT, Dienstleistungsmarketing sowie E-Government in Wien und Kress; Ministerialrat im Bundesministerium für Finanzen, verantwortlich für den Bereich Kommunikation im Zollbereich sowie Int. Projekte und Programme



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Andreas Fischer

Das Unternehmensserviceportal und seine "public awareness"

Evaluierung des Unternehmensserviceportals auf die „public awareness“ bei KMU's speziell bei UnternehmergründerInnen

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