



# **Das Shareholder-Value - Paradigma im Licht der Bilanzskandale in den USA? (German Edition)**

*Fabian Fritzsche*

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Studienarbeit aus dem Jahr 2003 im Fachbereich BWL - Unternehmensführung, Management, Organisation, Note: 2,0, Technische Universität Dortmund (Lehrstuhl Unternehmensführung), Veranstaltung:

Internationales Management, Sprache: Deutsch, Abstract: Im Rahmen dieser Arbeit, soll untersucht werden, inwieweit das Shareholder-Value

Paradigma Auslöser oder Mitverursacher der Bilanzskandale in den USA sein könnte.

Im Folgenden ist daher zunächst einmal festzustellen, was unter dem Shareholder-Value

Paradigma zu verstehen ist. Nach Definition der wesentlichen Begriffe soll exemplarisch auf

den Bilanzskandal von Enron eingegangen werden, um Charakteristika von Bilanzskandalen

aufzuzeigen. Anschließend sollen Ursachen analysiert werden, die möglicherweise dazu

beigetragen haben, im Zusammenhang mit dem Shareholder-Value Gedanken Bilanzskandale

entstehen zu lassen. Unterschieden werden kann dabei einerseits zwischen einer unternehmensexternen und einer

unternehmensinternen Sichtweise und zwischen inhärenten Problemen des Shareholder-Value

Paradigmas und Problemen, die durch die falsche Umsetzung entstehen.

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