



# Intermediation - Arten und neue Trends (German Edition)

*Tim Wenzel*

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Studienarbeit aus dem Jahr 2005 im Fachbereich BWL - Personal und Organisation, Note: 2,0, Universität Osnabrück, Veranstaltung: Organisation und Wirtschaftsinformatik, 18 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Händler oder auch Vermittler betreiben kein produzierendes Gewerbe. Vielmehr verkaufen sie die Güter, die von produzierenden Unternehmen hergestellt worden sind, wobei sie auf ihren Einkaufspreis ihre eigene Marge aufschlagen und somit die Güter künstlich verteuern. Die immer weiter fortschreitende Entwicklung des Internet beinhaltet auch eine Veränderung der ökonomischen Märkte. Im E-Business können Geschäfte direkt zwischen Anbieter und Nachfrager abgewickelt werden. „Das Internet stellt die Rolle der heutigen Zwischenhändler grundsätzlich in Frage.“ So hat das Medium Internet, mit all seinen technologischen Erneuerungen, potentielle Auswirkungen auf einzelne Stufen der traditionellen Wertschöpfungskette. Diese Arbeit beschäftigt sich mit der neuen Situation, mit der sich die Intermediäre konfrontiert sehen. Sie müssen sich entweder an die neuen Gegebenheiten anpassen oder in ganz neuer Form auftreten. Es wird ein Überblick über Arten, sowie die neuen Formen und Trends von Intermediären durch das Internet zu geben, wird zunächst eine Definition des Begriffs Intermediation mit seinen drei Arten im E-Commerce gegeben. Hieran anschließend soll näher auf den dritten Teilbereich, der Reintermediation, eingegangen werden. Hier sollen die neuen Formen und Trends von Intermediären an Hand von Beispielen erläutert werden.

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