

O impacto dos sistemas ERP sobre as variáveis estratégicas



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(Mr. Allen Cassin)

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Novas Edições Acadêmicas Okt 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x7 mm. This item is printed on demand - Print on Demand Neuware - O presente estudo teve como principal objetivo verificar a avaliação das empresas associadas à Associação Comercial e Industrial de Ji-Paraná - RO, com relação ao impacto dos sistemas ERP sobre as variáveis estratégicas da empresa e; como objetivos específicos conhecer o perfil das empresas associadas à associação comercial e industrial de Ji-Paraná-RO, análise dos principais modelos de avaliação do impacto da TI e, por fim a avaliação empírica sobre os processos relacionados às variáveis estratégicas clientes e consumidores, rivalidade competitiva, fornecedores, mercado, produção, eficiência e eficácia da organização e eficiência interorganizacional de acordo com a percepção dos gestores. Para tanto, inicialmente foi realizado um levantamento a fim de caracterizar os associados quanto ao tipo do fornecedor ERP, tempo de implantação e tipo de indústria que a empresa pertence, desta forma, foi possível identificar as empresas que possuem sistema ERP e desejaram participar da pesquisa. 124 pp. Portugiesisch.



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