

Abstract

Any specific website as flexible interface to the customer has nowadays evolved to a valuable tool for business companies that deserves increasing attention - both from the scientific and the practical world. It offers a borderless global communication network: Utilizing the possibilities of modern online techniques through a website, a company is simultaneously given a medium for classical advertisement and direct marketing as well as an interactive instrument to be used as an individualized market analysis tool. The development and, in particular, the operation of websites represent a far reaching challenge for a corporation, and this in several regards: from an organizational point of view, the integration of a website into the general framework of a given business environment and its specific internal structure should aim at avoiding an insulatedly operating, technically oriented associate - the webmaster - being exclusively responsible for the maintenance of the website. Instead, each collaborator working in the specialized departments of the undertaking should proportionately share this webmaster-function according to his/her competences. From a technical point of view, a modern website is an extensive and, due to its extraordinarily high dynamics, an extremely complex product. In the process of its implementation, significant efforts have to be pursued, in particular if the underlying technique attempts to meet the given organizational requirements within an existing enterprise.

Due to the high rate of innovation in the surrounding field of the internet technology, the demands for operators of a website are subject to a permanent change and, hence, render it more and more difficult to trespass the entrance barriers into an efficient utilization of the online-medium.

Speaking in technical terms, specifically proprietary solutions, still used in numerous undertakings, ask for a high investment expenditure in order to achieve a useful integration of the internet into an existing business environment, e.g. information processed for the website should, generally speaking, automatically be available for secondary use. Through additional use of company websites or systems with which they are created and administered for enterprise-internal purposes, i.e. the intranet, development expenses can be interrelated and therefore kept reasonable in economic terms.

Enclosed in the scheme of the life cycle of a modern website, where one finds the conception and development of an adjustable system of online editorship which stands at the core of this doctoral thesis. Fundamental requisites in terms of marginal conditions that can be found in the surrounding fields of the website management in corporations are the adaptability and flexibility of such a system of online editorship. Central constituent of its conception is the idea to assemble and maintain a complex final document, synthesized and structured by numerous independent items through the cooperation of an increasing number of employees working directly at their respective workstations. The practical application of the introduced system, custom-made in its final developments according to the special needs of a given enterprise, justifies the consistent use of internet technologies as well as the implementation which is based on open standards through a flexible platform-independent installation and

simple integration into the given business environment.

Following an introductory chapter, this work outlines the conception, implementation and application of the web-based system of online editorship JDaphne on the basis of a definition of the principal problem as well as its technical bases. This study concludes with a product classification and a final summary.