

Fields of Action in relation to Demographic Change

Results of an Expert Consultation

Project – Aim & Target Groups

- ✓ Project: **„Further Education, Support, Professionalisation to Shape the Demographic Change“** at Potsdam University.
- ✓ Funded by the Federal Ministry of Education and Research as part of the programme „Promotion by Education: Open Academia“
- ✓ Timeframe: October 2014 to January 2015



- ✓ **Aim:** Development of an Academic Programme to enable specialists to manage the Demographic Change within their organisations
- ✓ **Target Groups:** Professionals, people with family duties, persons returning to their job, professionally experienced people without a formal University Entry Qualification

Design & Methods

Study design:

- ✓ Guided Interviews with experts
- ✓ Timeframe: January to March 2015
- ✓ 19 Interviews including:
 - ✓ 7 from Science & Research („Theorists“)
 - ✓ 12 from Business, Administration, Consultancies and Business Associations („Practitioners“)

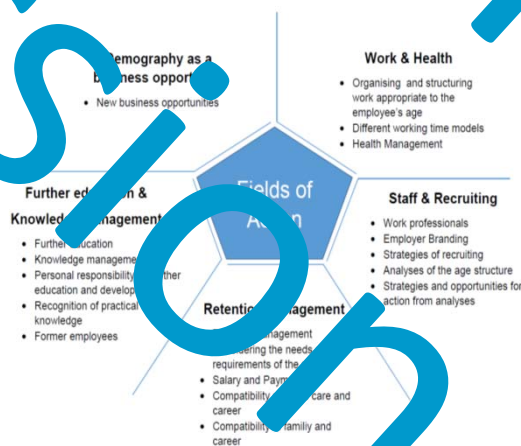
Which fields of action arise due to the Demographic Change for organisations?

Methods of Evaluation:

- ✓ Qualitative Content Analysis (according to Gläser & Laude, 2010)
 - Development of an (preliminary) analytic model (deductive)
 - Refinement of categories and coding rules (inductive)
 - Adjustment and enhancement of the model during the analysis
 - Identification of categories which showed different response patterns between Theorists and Practitioners
 - Aggregation of categories towards five Fields of Action

Results

- ✓ Identification of five **Fields of Action:**
 - ✓ Four within Human Resources
 - ✓ **PLUS:** „Demography as a business opportunity“
- ✓ Estimation of importance varies between Theorists and Practitioners



Quotes from the Interviews

- „I need to give thought to the question how the experience-based knowledge can be kept in the company when the people who have it retire.[...] Experience-based knowledge that exists only in people's minds is essential for the achievements of a company.“
- „In large companies we have many arrangements that take the employee's health into consideration, [...]. It's a good base that needs to be expanded [...].“
- „It's important to keep in mind that employees have certain needs that may vary depending on their circumstances of life. [...] I would like to have an idea about what my workers want and what can they do?“
- „We have the situation that companies have to get used to and provide age-appropriate workplaces [...].“

Conclusion

- ✓ Demographic Change affects organisations both in Human Resources and Business Development / Sales
- ✓ Challenges are mainly expected in Human Resources
- ✓ New business opportunities are barely mentioned by Practitioners, especially Business Managers



- ✓ Focus of Practitioners is on Staff & Recruitment, followed by Retention Management
- ✓ Results provide a basis for the construction of Further Education Programmes
- ✓ Specific Demands for Further Education Programmes will be investigated within quantitative analyses