

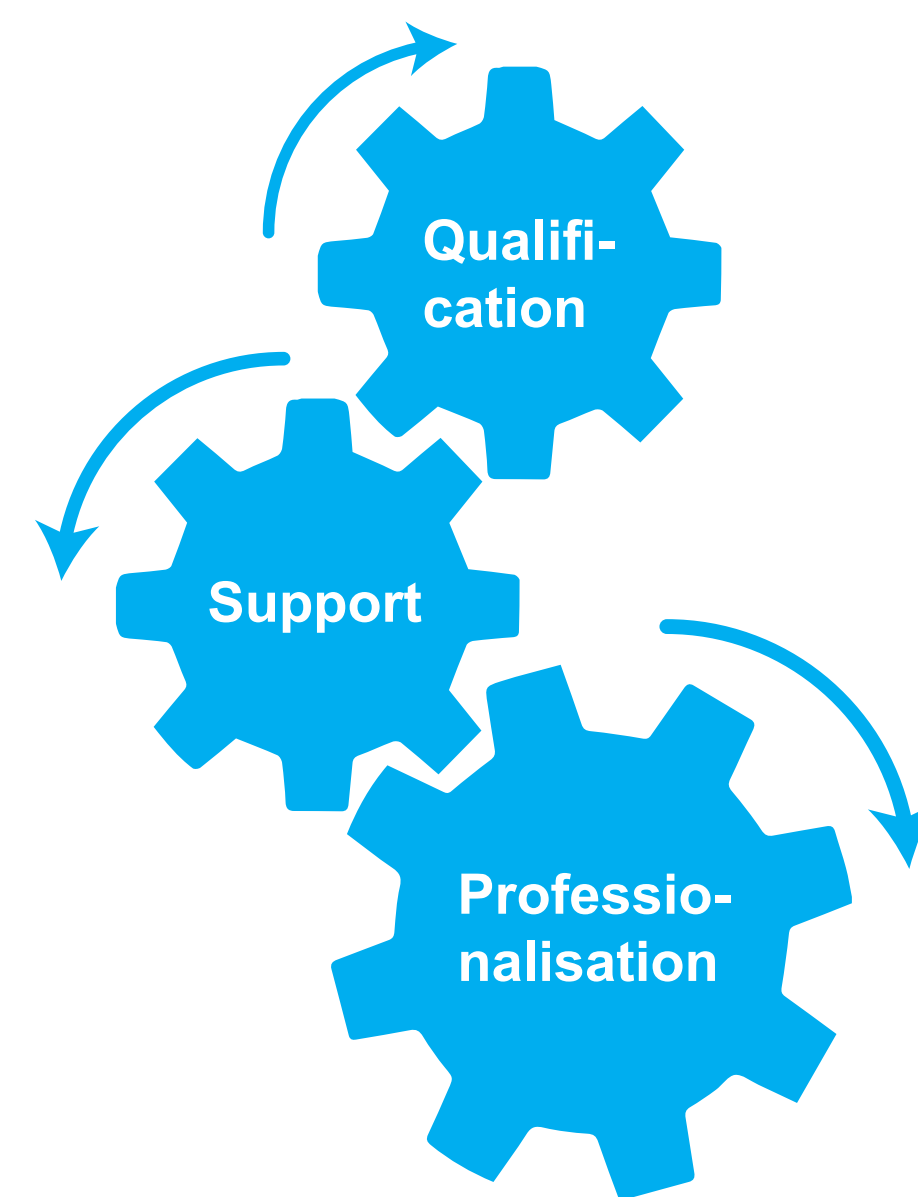
Fields of Action in relation to Demographic Change

Results of an Expert Consultation

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Project – Aim & Target Groups

- Project „**Qualification, Support, Professionalisation to shape the Demographic Change**“ at Potsdam University
- Funded by the Federal Ministry of Education and Research as part of the programme „Aufstieg durch Bildung: Offene Hochschulen“
- Timeframe: October 2014 to January 2018



- **Aim:** Development of an Academic Programme to enable specialists to manage the Demographic Change within their organisations
- **Target Groups:** Professionals, people with family duties, people 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“)



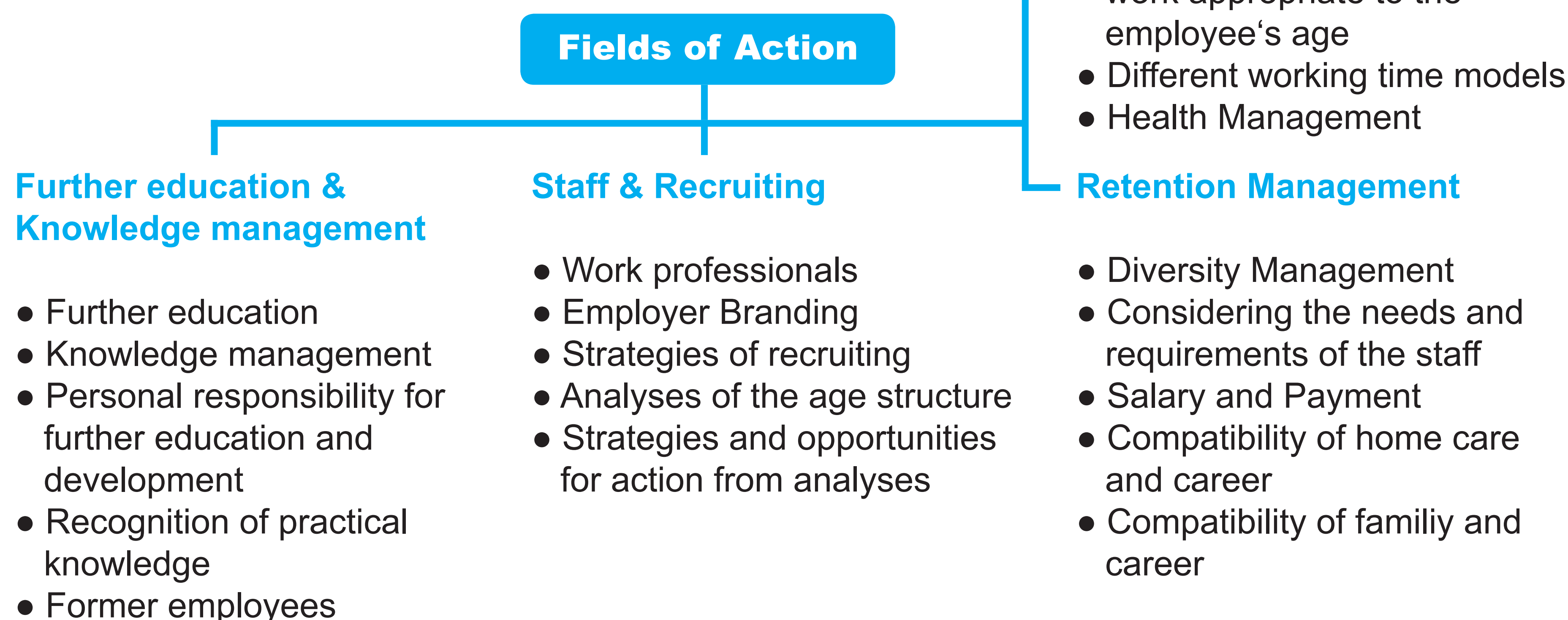
Which fields of action arise due Demographic Change for organisations?

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 Practitioner
- 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 experienced-based knowledge can be kept in the company when the people who have it retire.[...] Experienced-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 the employees have certain needs that may differ depending on their circumstances of life. [...]. I need to have an idea about what my workers want and what they can 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