

BIBB-Kolloquium zur Berufsbildungsforschung

6.11.2019

14.00 Uhr, Bundesinstitut für Berufsbildung, Bonn, Raum 3.230

(Achtung: ggf. aktuelle Änderungen im Intranet/Internet beachten)

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Coworking - Wertewandel in virtuellen Arbeitswelten

Oder: Wie die Wertorientierungen der "Digitalen Boheme" die Organisation von Arbeit und die Kompetenzanforderungen an den Wissensarbeiter in virtuellen Arbeitswelten verändern.

[Vortragssprache: Deutsch]

The presented paper analyzes how the organization of work has changed since the 1990s including the emergence of digital and virtual forms of employment. Following the evolution of work over the course of the 20th century and the start of the 21st, this paper discusses the developments in three periods: the postwar industrialization, the era of automation and digitalization, and, finally, the rise of the virtual economy. Each of these periods correspond with a certain model of production: Fordism, Toyotism, and Uberizm (or Waymoism, named for Google's Waymo project), which each forms a certain organization model of work (process management, project management, and joint or cooperative action management) and requires different sets of skills. During the discussion of the evolution of work organization, including its geographical and temporal aspects, how attitudes of individuals towards work have changed over time is regarded.

Finally, the concept of coworking is analyzed as the cultural foundation for virtual work. Due to the continuing nature of this research, this article presents only the initial results. Therefore citations from selected in-depth interviews with managers of co-working spaces are presented to illustrate the conceptional reflections.