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“New Work” – a step into (virtual) reality for non-knowledge workers

Background

Globalisation, digitalisation and the global pandemic are not only some of the biggest buzzwords but are the key drivers shaping our world and significantly influencing our way of thinking, acting and working in an overall connected world. As we are spending a large part of our time working, more and more people are questioning current working cultures, attitudes and leadership. “New Work” refers to the trend of searching for purpose in the day-to-day-job and meaningful work in a value-oriented working environment. But how does digitalization and “New Work” come together? What does “New Work” look like for the different type of workers? What does this change mean for employers and employees?

Research field

New ways of working allow especially knowledge workers to adapt to individual requirements and needs - but what does “New Work” mean for non-knowledge workers? How does working remotely and digitalization affect production workers, nurses and craftsmen? What differences exist between different types of workers and why? How can we ensure that all employees are empowered to embrace digital change and settle into “New Work”? And what role does search for purpose play in this?

Way of working

We are looking for a team of 3-4 students who are willing to research and deep dive on the topic outlined above. A Deloitte team will guide and support you throughout the 4-5 months in delivering your graded project study and final presentation.

If you are interested, please contact Dr. Marcus Pankow (mpankow@deloitte.de) and Karina Schwarz (kaschwarz@deloitte.de) until **25 March 2022**. Please submit your CV, grade report and also briefly outline your motivation and tentative research idea (research question and hypotheses) either individually or as a team. First Kick-off meeting is planned for **05 April 2022.** We're looking forward to hearing more about you!