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Prevention
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The Digital Transformation of Knowledge Work: Resources, Strategies and Competencies to successfully reshape careers

Project scope and objectives

Until recently, complex cognitive tasks could not be automated, providing safe jobs for knowledge workers. With the ongoing digital revolution, however, digital and machine learning systems can now be applied in knowledge-intensive services like engineering, research, HR, finance, health care or journalism. Here is where we situate our project: Firstly, we analyze how digitization changes occupational identities, skill requirements and the career paths of knowledge workers. Secondly, we identify attitudes, skills and coping strategies that are necessary to adapt to impending change. Thirdly, we discuss which institutional framework and support programs – such as career counseling, outplacement or employment services – are needed to allow knowledge workers to remain self-determined in the labor market.

Project phases

1. December 2018 – August 2019: We conduct an exploratory study, including expert interviews, literature analysis and labor market analysis.
2. September 2019 – November 2020: We conduct the main study, including interviews focusing on vocational biographies of knowledge workers strongly affected by rapid technological change.
3. August 2019 – September 2020: We apply for a project financed by a third party (Innosuisse), which aims to develop marketable advisory services in the field of career coaching, outplacement, HR development, employment service and employability management. In close collaboration with external partners, this additional project aims to boost knowledge transfer of the project results.

Lucerne University of Applied Sciences and Arts School of Business and School of Social Work: Prof. Dr. Peter Kels, Kai Dröge, Leila Gisin, PD Dr. Andrea Glauser, PD Dr. Chantal Magnin, Julien Nussbaum, Ivo Willimann, Jana Z'Rotz, PD Dr. Gesine Fuchs, Beat Stamm and Prof. Dr. Lucia Lanfranconi

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