

Work Design and HR Management (BA), Strategic HR Management in Europe (MA) research strategy

Digitalisation and social change have brought a wide range of challenges for human resource managers. So the future world of work and its various implications for HR management and job design in contemporary organisations are an important focus for both degree programmes.

Research in the Work Design and HR Management bachelor programme focuses on new working environments, which are shaped by digitalisation, demographic shifts, internationalisation and globalisation. Work design topics include health-promotion aspects of work, increased flexibility in terms of working times and locations, the blurring of job boundaries, managing different generations and cross-cultural skills. HR-related research looks at subjects such as changes in recruitment, employer branding, and employee development in digitalised work settings.

Starting in autumn 2019, a new foundation professorship focusing on Work 4.0 will address labour-law issues in the context of digitalisation and the new world of work.

Research in the master programme analyses strategic HR management in international organisations, as well as corporate culture. In the master programme, the emphasis is largely on multinationals and the issues they face, while the bachelor programme focuses on small and medium-sized enterprises. Both degree programmes have formed partnerships with other universities, and with businesses.

The programmes also liaise with the interdisciplinary New Work, New Business competence centre at UAS BFI Vienna, examining modern-day employment from the viewpoint of various disciplines, such as business administration, HR management and IT.