



ERIS Web Journal 1/2014

Research report from the Research Institute for Social and Economic Sciences, Vorarlberg University of Applied Sciences

Fabian A. Rebitzer

In collaboration with FHS St. Gallen, University of Applied Sciences (Switzerland) and Kempten University of Applied Sciences (Germany), the Research Institute for Social and Economic Sciences at Vorarlberg University of Applied Sciences (Austria) carried out the project “RegGen – Regional Generation Management” from January 2012 until December 2013. The project was co-financed by Internationale Bodenseehochschule (IBH), an association of universities from the region around the Lake of Constance.

The consequences of demographic change have become more and more recognizable in the labour market in technical branches. In particular the recruitment and commitment of professional employees presents a challenge for small and middle-size enterprises as well as enterprises in rural areas. The project investigated how the economy in the regions of Vorarlberg (Austria), Allgäu (Germany) and Ostschweiz (Switzerland) are prepared for this challenge. At the macrolevel experts and representatives of economic chambers and chambers of commerce and industry were interviewed using a partly-standardised methodology in each of the three regions. At the mesolevel CEOs and human resource managers of companies within the regions were uniformly questioned for their points of view. These perspectives were complemented at the microlevel with questions directed towards employees using a quantitative-standardized methodology.

Results indicate, that the economy is aware of the challenge. Nevertheless, comprehensive strategies and initiatives that expand beyond single measures and focus on more than one target group, remain difficult to locate. In addition the results of the questioning of personnel underline the importance of age, age-related and age-interacting factors with regard to predictions relating to the commitment and fluctuation of employees.

Contact

Fabian A. Rebitzer

Vorarlberg University of Applied Sciences

Research Institute for Social and Economic Sciences

Austria

Email: fabian.rebitzer@fhv.at