

Opis delovnega mesta mladega raziskovalca/ke (*Description of the Young Researcher's position*)

1. Članica UL (*UL member*):

Univerza v Ljubljana, Fakulteta za družbene vede / University of Ljubljana, Faculty of Social Sciences

2. Ime, priimek in elektronski naslov mentorja/ice (*Mentor's name, surname and email*):

Klement Podnar, klement.podnar@fdv.uni-lj.si

3. Raziskovalno področje (*Research field*):

5.03.00 Sociologija in 5.04.00 Upravne in organizacijske vede

4. Opis delovnega mesta mladega raziskovalca/ke (*Description of the Young Researcher's position*): Vključuje morebitne dodatne pogoje, ki jih mora izpolnjevati kandidat/ka za mladega raziskovalca/ko, ki niso navedeni v razpisu za mlade raziskovalce.

slo:

Tehnološki napredek ter globalne tržne in komurenčne razmere, ob močnem pospešku globalne pandemije, so številna podjetja prisilili v netradicionalne oblike dela in interakcije različnih deležnikov, ki se odmikajo od fizične presence in prostora.

Obsežne spremembe v delu in njegovem upravljanju, zlasti tam, kjer se delo opravlja zunaj prostorov delodajalca z delom na daljavo, poleg prednosti tovrstnega dela (npr. da ljudje lahko opravlajo delo kadarkoli in kjerkoli), s sabo lahko prinašajo tudi številne nepričakovane izzive.

Eden izmed takih izzivov se nanaša na vprašanje razvijanje občutka zavezanosti ter pripadnosti organizaciji in identifikacije zaposlnih z njo. Drugi sklop izzivov pa se nanaša na usklajevanje poslovnega in družinskega življenja in posameznikove zaznave kakovosti lastnega življenja in osebnega zadovoljstva. Z interno-marketinške perspektive, usklajevanje obeh sklopov predstavlja velik izziv za podjetja, ki ga podjetja rešujejo s kombinacijo orodij upravljanja človeških virov in internega znamčenja. V kombinaciji s trajnostno naravnostjo pa podjetja to problematiko lahko celo spreminja v konkurenčno priložnost.

Med drugim, bo mladi_a raziskovalec_ka pri svojem raziskovalnem delu preučeval_a, na kakšen način delo na daljavo spreminja uveljavljene vzorce razvijanja organizacijske identifikacije in zavezanosti zaposlenih ter kakšen vpliv, če sploh, ima na njihovo zaznano kakovost življenja. Osredotočil_a se bo tudi na izzive podjetij in posameznikov, ki se soočajo z delom na daljavo, ter preučeval_a morebitno povezanost tovrstnih praks s trajnostno naravnostjo podjetij.

Mladi_a raziskovalec_ka bo v sklopu usposabljanja opravljal_a: 1) Študijske obveznosti predpisane z doktorskim programom; 2) Pedagoške obveznosti skladno s pravili in v dogovoru z mladim_o raziskovalcem_ko; 3) Raziskovalno delo, pri katerem bo uporabljal_a kvalitativni in kvantitativni pristop in del raziskovalnega procesa izvedel_a na terenu. 4) Pisanje znanstvenih člankov iz preučevanega področja ter sodelovanje na konferencah. 5) Sodelovanje z mentorjem

in s člani_cami Centra za preučevanje organizacij in človeških virov.

Mladi_a raziskovalec_ka bo lahko vključen_a v raziskovalno delo znotraj omrežja mednarodnega združenja za korporativno in tržno komuniciranje ter v raziskovalno delo programske skupine:

- Potrebno je znanje angleškega jezika zaradi: 1) literature, ki je dostopna predvsem v angleščini; 2) pisanja čankov in objave raziskovalnih spoznanj; 3) sodelovanja na mednarodnih konferencah.
- Zaželeno je, da ima kandidat_ka zaključeno študijsko smer tržno-komuniciranje in odnosi z javnostmi na FDV (1. stopnja) in/ali študijsko smer Strateško tržno komuniciranje na FDV (2. stopnja).
- Zaželene so raziskovalne izkušnje in izkušnje s pisanjem člankov (niso pa pogoj).
- Pričakuje se temeljno znanje uporabe programa SPSS.
- Pričakuje se predznanje iz uporabe kvantitativnih in kvalitativnih metod družboslovnega raziskovanja (operacionalizacija konceptov in oblikovanje merskega instrumenta, izvedba, statistična analiza in interpretacija, organizacija in izvedba intervjujev, vsebinsko povezovanje različnih metod in pristopov idr.).

Za opravljanje raziskovalnega dela mora biti mladi_a raziskovalec_ka odgovoren_a, discipliniran_a, samostojen_a, , samoiniciativen_a, natančen_a, sposoben_a organizirati svoje delo in druge dogodke ter hkrati sposoben_a dela v raziskovalni skupini.

eng:

Prompted by technological advances, global market and competitive forces, and combined with global pandemic conditions, many companies introduced non-traditional forms of work and interactions with stakeholders, moving away from employee's psychical presence and space, towards remote work.

Extensive changes in work and its management, especially where work is done outside the employer's offices can spur unanticipated challenges, despite the advantages the remote work arrangements might be bringing (e.g. allowing people to work together anytime, anywhere).

One such challenge concerns the question of developing organizational commitment, engaging and employee's identification with an organization. The second set of challenges relates to the work-life balance and employee's life perception of life quality and life satisfaction. From the internal marketing perspective, the coordination of both sets presents a great challenge for the companies, which try to solve it with the combination of HRM and internal branding practices. Positioning it alongside a sustainable orientation, companies can even turn this issue into a competitive advantage.

The Young Researcher will study how remote work challenges the existing patterns of developing the employees' organizational identification and commitment and what impact, if any, it has on their perceived life quality. They will also focus on organizational and individual challenges facing the remote working conditions and examine the link between such practices and organizational sustainable orientation.

As part of the training, the Young Researcher is expected to carry out: 1) study obligations as

prescribed by the programme, 2) teaching obligations according to the rules and as agreed with the Young Researcher, 3) Researching, using the qualitative and quantitative approaches and carrying a part of the research process in the field; 4) Writing scientific papers in the researched field and participating at conferences; 5) Cooperating with the mentor and other CPOČV members.

The Young Researcher will be involved in research within the International Corporate & Marketing Association network, as well as research carried out by the »Work, Education and Employment« Reserch group:

- Proficiency in English Language due to 1) research literature, available in English 2) writing articles and publishing research findings, 3) participating at international conferences
- It is desirable that the candidate has an undergraduate degree in Marketing communication and Public relations and master dagree in Strategic marketing communication.
- It is desirable that the candidate has experience with research and writing of scientific articles (not a requirement).
- Expected: basic knowledge of the SPSS software
- Expected: knowledge in applying quantitative and qualitative research methods in social sciences (operationalization of concepts, preparing a measuring instrument, carrying out a survey, statistical analysis and interpretation, organizing and carrying out interviews, bringing together different methods and approaches etc.).

For this position, the candidate for a Young Researcher must be responsible, ethical, diciplined, independent, self-directed and proactive, precise, capable of organizing events and their own work, open to teamwork.