

Attractive work in progress

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Attractive Work has a point of departure in the problems to recruit and retain personnel in SME. Companies, actors of society and researchers started with the ambition to create work which people, especially young ones, would like to have and where employees want to stay. Much of the research has been carried out within the *att...*-project in collaboration between Dalarna University and National Institute for Working Life.

The attractiveness of work depends on the individual's estimation of the totality of work based upon her/his life situation. Positive factors of work are related to other employments or to the idea of attractive work. A model of attractive work which represents an overall picture regarding what makes work attractive contains about 80 qualities in 22 dimensions. The model is constituted by the parameters:

- Work content – which includes what the employee does when carrying out the work (and how he/she does it)
- Work satisfaction – which means what the employee feels he/she gets out of performing the work
- Work conditions – which includes the conditions for work, some of them are common to all employees at the company. (Åteg et al. 2004)

There is a distinction between on the one hand what makes work attractive, and on the other hand changes of the attractiveness. Characteristic for attractive work is that it is dynamic and comparative. One finding is that changes in one dimension influences other dimensions. Another finding is that changed estimations of work depends both on changed valuation of the importance of different aspects of work, and on changed conception of the aspects. (Hedlund, 2007)

A questionnaire, containing the 80 qualities, has been developed from the model of attractive work with the aim to provide a basis for development of attractive work and workplaces. The questionnaire measures both how important each quality is to make job attractive and how they correspond with current job. The presented results from a study can e.g. be the qualities with most difference between importance for attractiveness and current job, figure 1.

Used questionnaire has been in Swedish and in September 2008 was an English version "Questionnaire concerning Attractive Work" ready. Another development is a web based version of the questionnaire (so far in Swedish).

It would be of interest to discuss possible use of the questionnaire and further research concerning Attractive Work, e.g.

- The importance of each quality
- Relations between qualities
- Development processes aiming more Attractive Work
- The use of Attractive Work when recruiting
- Effects of more Attractive Work
- Differences or similarities between sectors and countries.

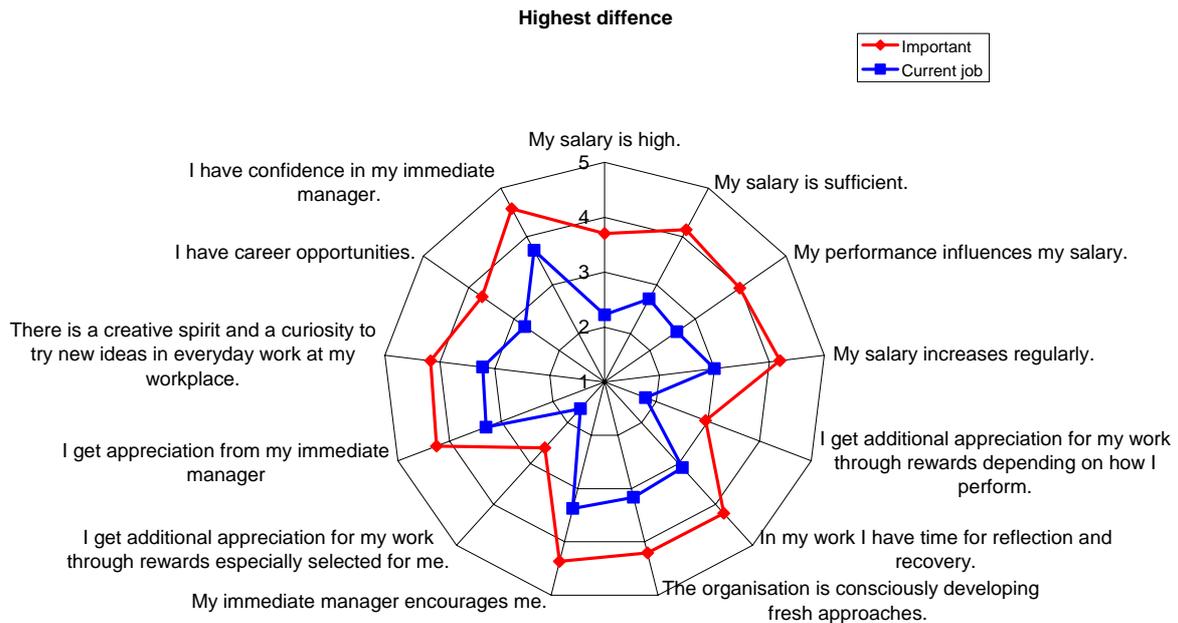


Figure 1. Qualities with most difference between importance for attractiveness and current job

References:

- Hedlund, Ann (2007) *The dynamics of attractiveness – studies of changes in the attractiveness of work. (English summary)* Institutionen för industriell ekonomi och organisation. Kungliga Tekniska Högskolan, Stockholm.
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