



ERASMUS@WORK RESEARCH TEAM

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COLLABORATION AND CO-CREATION

We are collaborating with a number of (inter)national corporate and public organisations, which include:

- | | |
|--------------------------------|---|
| Achmea | Novay (Future Workspaces, ProWork projects) |
| ASR Nederland | Platform Slim Werken Slim Reizen |
| Athlon Car Lease | Rabobank |
| Belastingdienst | Royal Haskoning |
| Ericsson Telecommunicatie B.V. | Sogeti |
| Essent | TNT |
| IBM | TopForce |
| Microsoft | Vakbond de Unie |

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More information can be found at our website
WWW.NEWWORLDSOFWORK.NL





INTRODUCTION ERASMUS@WORK

ERASMUS@WORK is an interdisciplinary research programme focusing on high performance work.

Collaborative research among innovative firms and Rotterdam School of Management, Erasmus University provides state-of-the-art knowledge and insights about the key issues for the design and implementation of new ways of working.

To be attractive for the next generation employees it is crucial for firms to rethink their value proposition. How to improve employee satisfaction and work life balance (people dimension), at a higher level of productivity and performance (profit dimension) with a reduction of the ecological footprint (planet dimension)?

ERASMUS@WORK provides answers to corporate questions taking into account the pervasive use and impact of new technologies for cooperation.

ERASMUS@WORK focuses on research into new ways of working. Examples of new ways of working are:

- 1 working in teams with members all over the world, using advanced video conferencing and media technologies;
- 2 employees experience greater working flexibility – in time (not the regular hours) and space (not only at the firm but also while travelling or at home);
- 3 employees are empowered to work more productive, while improving their work-life balance, and lowering their carbon footprints;
- 4 employees are working in newly designed working spaces instead of the “traditional” office cubicles.

SERVICES

The research provides the basis for **five types of services, which are offered by Rotterdam School of Management to corporate and public clients.**

RSM TOOLS

RSM has developed measurement tools which can help management to track the effects of new work concepts on People (job satisfaction, work-life balance), Profit (knowledge worker productivity, flexibility, innovation) and Planet (mobility, ecological behaviour) in time. This includes self-perception surveys, peer ratings, if possible combined with objective measurements.

RSM RESEARCH

RSM can set up a tailor-made research project, in line with the five research themes. Research projects can be designed ranging from a five month research internship to a four year PhD study.

RSM SPEAKERS

We can provide you with one of our faculty to participate in your corporate event and discuss the latest research on new ways of working and the relevance and application for your organisation.

RSM WORKSHOP

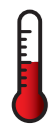
If you want to find out more about the new ways of working and what it means for your organisation, we offer a one-day workshop. You will explore a variety of aspects including ICT, Culture, Marketing, Finance and Employee Engagement, and will develop insight and work toward developing your own business case for the ‘New ways of Work’ for your organisation.

RSM LEADERSHIP PROGRAMME

What new leadership behaviours are required to build trust and allow people to perform in the new culture? How will managers and professionals be able to adopt greater freedom and responsibility? How will we take care that the existing culture will be transformed? If you are interested in developing your managers and leaders, then RSM can provide you with a customised Leadership Programme that will facilitate the change that is needed to make ‘New Ways of Work’ really work in your organisation.

More information on the services can be found at our website www.newworldsofwork.nl

RESEARCH THEMES



THEME 1: IMPACT OF NEW AND SUSTAINABLE WORK

ERASMUS@WORK investigates best practices and innovative forms of new work concepts. For this purpose various measurement instruments have been developed and applied within different companies. Since 2007 more than 4,000 knowledge workers have participated in these surveys. Research topics include:

- Measurement of the effects of new work concepts on knowledge worker productivity, job flexibility, employee satisfaction, innovation, and work-life balance;
- Analysis of team performance in a distributed and multi-location setting;
- Identification of digital and mobile personae – typologies of information workers.



THEME 2: ECOLOGICAL BEHAVIOUR AND MOBILITY

ERASMUS@WORK studies how different work-travel scenarios impact mobility, ecological behaviour and the effects on ecological footprint. Research topics include:

- Analysis of motivational factors for sustainable ecological behavior;
- Conduct work-travel location studies;
- Analysis of footprint balance and tradeoffs between people-profit-planet.



THEME 3: NEW MEDIA COMMUNICATION REPERTOIRES

ERASMUS@WORK analyses effectiveness of communication repertoires and the usage of new media as part of collaboration arrangements, such as the use of Twitter, chat, videoconferencing and virtual workspaces. **ERASMUS@WORK** uses different methodologies, such as social network analysis, surveys and experiments. Research topics include:

- Relationship between knowledge management, social capital and new ways of working;
- Social network analysis of knowledge worker media choice and media effectiveness;
- Project team effectiveness and media choice: the determination of the physical minimum and the virtual optimum;
- Analysis of human work behaviour via sociometric badges.



THEME 4: SELF-ORGANISING

ERASMUS@WORK explores collective behavioural patterns of flexible workforce, while optimising People (freedom to organise work-life balance), Planet (reduce congestion, reduce traffic) and Profit (cost saving on mobility and housing). Research topics include:

- How can agent software help to improve and speed up decentralised decision making in a work context?
- How will freedom to choose and organise work influence work patterns?
- How empowerment contributes to productivity.



THEME 5: TRANSITION PROCESS

ERASMUS@WORK investigates the transition process of moving from a current work situation to a new work situation. One of the challenges for organisations is (mis)alignment between new work concepts and existing organisational structures (such as leadership style, employee benefits etc.). Measurement instruments are used to link work dimensions to performance, which supports management in their choice for interventions in the transition process. Research topics include:

- Developing the business case for implementing new and sustainable work;
- Studying behavioural patterns for different types of interventions;
- The role of management in the implementation of new work concepts;
- Strategies and arrangements for seducing knowledge workers to change their work and travel habits;
- Evidence based interventions to support the transition.