



Shifting strategies in a regional industry

Implications for long term workers' interpretations
of the workplace as a “place of work”

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Illustration photo

Agenda

- Explore the relationship between strategic practices and places of work

RQ: How do strategic changes in strategic practices influence workers sensemaking of their workplace?

Spaces and places of work

- Place as physical terrain vs. place as a location (space)
- Emphasis on how places are localized
 - People do their job in particular physical, material and social environments.
 - Through use these places are transformed in concrete and symbolic ways
 - We thus focus on processes of meaning making
- From such a perspective it becomes particularly relevant to ask how strategic changes affect the workers perception of spaces of work.

Method



Part of a three (four) year research study financed by the research council (MAROFF)



Qualitative interviews with «gold watch workers»

Transcribed
Inductive coding

	Gender	Role	Discipline	Years of experience	Duration of interview
1 (29)	Male	Foreman	Rig/scaffolding	44 (on and off)	1.5 h
2 (32)	Male	Operator	Steel/Outfitting	27 years running, but have been there in periods since 1976	1 h
3 (33)	Female	Production worker	Welder	37	1h
4 (34)	Male	Production worker	Stål/utrustning	24	1 h
5 (35)	Male	Division coordinator	Accomodation		1h
6 (36)	Male	Foreman	Electro	45	1 h
7 (37)	Male	operator	Electro	45	1 h
8 (38)	Male	operator	Stål/utrustning	31	1 h
9 (39)	Male	Operator	Plumber/CNC operator	31	1 h
10 (40)	Male	operator	Crane operator	37	1h
11 (41)	Male	Manager	maintenance	40	1h
12 (42)	Male	Foreman	Rig/scaffolding	44 (on and off)	1.5 h

A working career at the shipyard

- Backgrounds
 - Wanted something besides school
 - Often alternated between different jobs in the maritime industry
 - Took formal qualifications at work
- Key qualities the workers highlight of what they have appreciated
 - The significance of creative zest (Skaparglede)
 - The value of acknowledgement at work and in the community
 - A shared sense of purpose



Strategic changes and its influence of the perception of their place of work

- The interviews show that the strategic changes largely affects the dimensions emphasized by the workers
 - From challenging in a positive sense to negative?
 - Less time, increased need to coordinate, too small to take on challenging tasks
 - Shared purpose?
 - Working environment
 - Acknowledgement and salary
 - At the yard
 - Overall community
- In a region that historically have been culturally and economically embedded with shipbuilding, these strategic changes also weakens the regional ties
 - Employment level effect
 - Affiliation/cultural emphasis?
 - Dialogue within the cluster





Thank you for the attention

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