

## MASTER 2

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# STRATEGIE DIGITALE

# NOUVELLES PRATIQUES DE TRAVAIL ET DIGITAL

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### ENSEIGNANT :

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### OBJECTIFS DE L'ENSEIGNEMENT :

New work practices (freelancing, digital nomadism, coworking), new organizational forms (collaborative economy, gig economy, holacracy, etc.) and new technologies (artificial intelligence, augmented reality, automation, etc.) are changing the way we conceptualize organization and work.

This course also deals with the latest trends at work and development in organization studies to understand new organizational phenomena and ways of working. It is specially designed for students trying to understand major evolutions about work practices and organizational dynamics.



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## PRÉ-REQUIS :

This course develops into details what students have studied in master 1 in their course about new ways of working. By relying on the latest research developments in Organization Studies, this course goes into the topic of new ways of working and organizing in greater depth.

## PLAN / SOMMAIRE :

### Chapter 1 : Toward a new paradigm of work

- Working as a way to define oneself : toward the « experiential » work
- Working to build a lifestyle : the lifestyle entrepreneurship
- The case of new independent workers
- Role of self-development
- Role of new technologies

### Chapter 2 : Rethinking organization at the age of the new ways of working

- From space to place
- From time to temporality
- Thinking work as a multi-temporal and multi-spatial activity
- The case of makers working in a makerspace

### Chapter 3 : How to work and collaborate in an ever-changing world of work

- Some starting points and stakes
- Developing a relevant mindset to cope with the current evolutions
- Key skills to develop in an ever-changing world of work
- Which kind of worker do you want to be ?



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### ELEMENTS BIBLIOGRAPHIQUES :

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Bögenhold, D., & Klinglmair, A. (2016). Independent work, modern organizations and entrepreneurial labor: Diversity and hybridity of freelancers and self-employment. *Journal of Management & Organization*, 22(6), 843-858.

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