

Mehr Erwerbsarbeit Durch McDonaldisierung? - , Markus Knapp

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Der Begriff der McDonaldisierung wurde vom amerikanischen Soziologen George Ritzer bereits in den 80er Jahren entwickelt. Der Name geht auf die Fast-Food-Kette McDonalds zurück. In ihr sieht Ritzer den Prototyp seiner vier Prämissen Effizienz, Berechenbarkeit, Vorhersagbarkeit und Kontrolle bzw. Steuerung. Diese Prämissen gehen u.a. auf Taylor und Weber zurück. Weber, der sich mit der Rationalität der bürokratischen Organisation beschäftigte und Taylor, der die wissenschaftliche Betriebsführung begründet hat, sollen hierfür als theoretisches Fundament dienen. Auf den ersten Blick hat es den Anschein, dass die von Taylor und Weber entwickelte Rationalisierung und Optimierung der Betriebsführung im Widerspruch zu unserer Prämisse steht, nach der es eine Zukunft der Erwerbsarbeit geben wird. Es bestehen jedoch deutliche Anzeichen, dass genau diese Auffassung von Unternehmensführung und entsprechender Arbeitsorganisation in wachsenden Märkten anzutreffen ist. Wir möchten erörtern, wie sich diese Entwicklung auf arbeitende Menschen mit unterschiedlichen Qualifikationsniveaus auswirkt. Hierfür betrachten wir Personen mit niedrigem, mittlerem und hohem Qualifikationsniveau. Diese Einteilung erfolgte auf Basis der Qualifikationsstruktur der sozialversicherungspflichtig Beschäftigten der Bundesrepublik Deutschland. Unter 'niedrigem Qualifikationsniveau' werden Personen ohne Ausbildung verstanden, wohingegen Personen mit 'mittlerem Qualifikationsniveau' über eine nichtakademische Ausbildung verfügen. Personen mit 'hohem Qualifikationsniveau' weisen dagegen einen Hochschulabschluss auf. Author: Hilpert, Jörg Author: Knapp, Markus Publisher: GRIN Verlag Illustration: N Language: GER Title: Mehr Erwerbsarbeit durch McDonaldisierung? Pages: 00024 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640311200 Category: Social Science : Sociology - General

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