



Project outline

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**Fundación C Y
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Main Objectives

- Analysis of potential & barriers of university – enterprise cooperation
- Reinforcing dialogue between universities and enterprises about the labour market effectiveness of UAE
- Tools to measure social effectiveness of UEA including the perspective of work performance and quality of work

Research Aim

1. Stage:

Comparative Study of the potential of UAE to improve the quality of work of the learners (**learners perspective**) and the quality of their work performance (**enterprise perspective**)

2. Stage

Providing differentiated tools to analyse the impact of the UEA programmes on the quality of work and work performance (ROI based on financial, human, cultural and social capital)

Case Studies

- Selection
- Analysis
- Comparison

Social Effectiveness₁

Employability depends on

- Personal factors:
competences and skills
- Individual social context factors:
e.g. ethnicity, gender, age, health
- Socio-economic context factors:
e.g. competence and skill demand

Social Effectiveness₂

- Learning outcomes (**competences and skills**) must be converted into **labour market relevant capital**
- Distinction between various sorts of capital:
financial, human, cultural and social capital
- **Background idea₁** = each citizens needs minimal amount of financial human, cultural and social capital in order to be able to be in the labour market
- **Background idea₂** = the concrete chance of citizens to achieve desired quality of work depends on a) their capital stock and b) in the evaluation of the capital in the labour markets (social field)

Measuring social effectiveness learners' perspective

- access to employment
- access to desired employment

- quality of work
- quality of life

Measuring social effectiveness

firms' perspective

- Increasing human & cultural capital
- Increasing social capital

Knowledge

- Productivity
- Innovation capacity
- Flexibility

Action capacity