

Abstract

Author: Manuel Leitner

Title: Changes in job profiles and organizational structures through the use of information technology in the service sector

With the excellent interconnection of our everyday life, we head to a service revolution. Nowadays the “modern” customer is no longer interested to pay for a singular product. The customer rather wants a package that is geared to the individual needs. All in all, we recognize a shift of employment and added value from the production sector to the service sector. Especially information technology (IT) is a factor that contributes to this development and offers new chances for companies. Furthermore firms have to use modern information technology to defy competitive constraints.

The main focus of this paper is to pick up and analyze changes of job profiles and organizational structures through the use of information technology in the service sector. The author especially concentrates on software and changes in banks, assurances, consulting firms and telecom companies that happened in the past and will happen in the future. Moreover three theoretical models (situative approach, resource-based view and technology acceptance model) help to complete the theoretical part and offer the possibility to draw a comparison with the empirical results of the paper.

Within this paper ten expert interviews have been conducted with Austrian banks, assurances, consulting firms and telecom companies. Afterwards the results have been interpreted with the content analysis of *Mayring*. As a result, the majority of respondents do not recognize any changes concerning occupation or job profiles. Though four out of ten firms declare information technology as a significant cost factor, all ten companies are convinced that the resource helps them to work more efficient. As a consequence, the interviewees believe that their companies can save costs in the long run. Additionally, nine out of ten respondents think that the organizational structures have not changed due to the usage of information technology.