



A warm welcome to the 55th EOQ congress

Anni Koubek



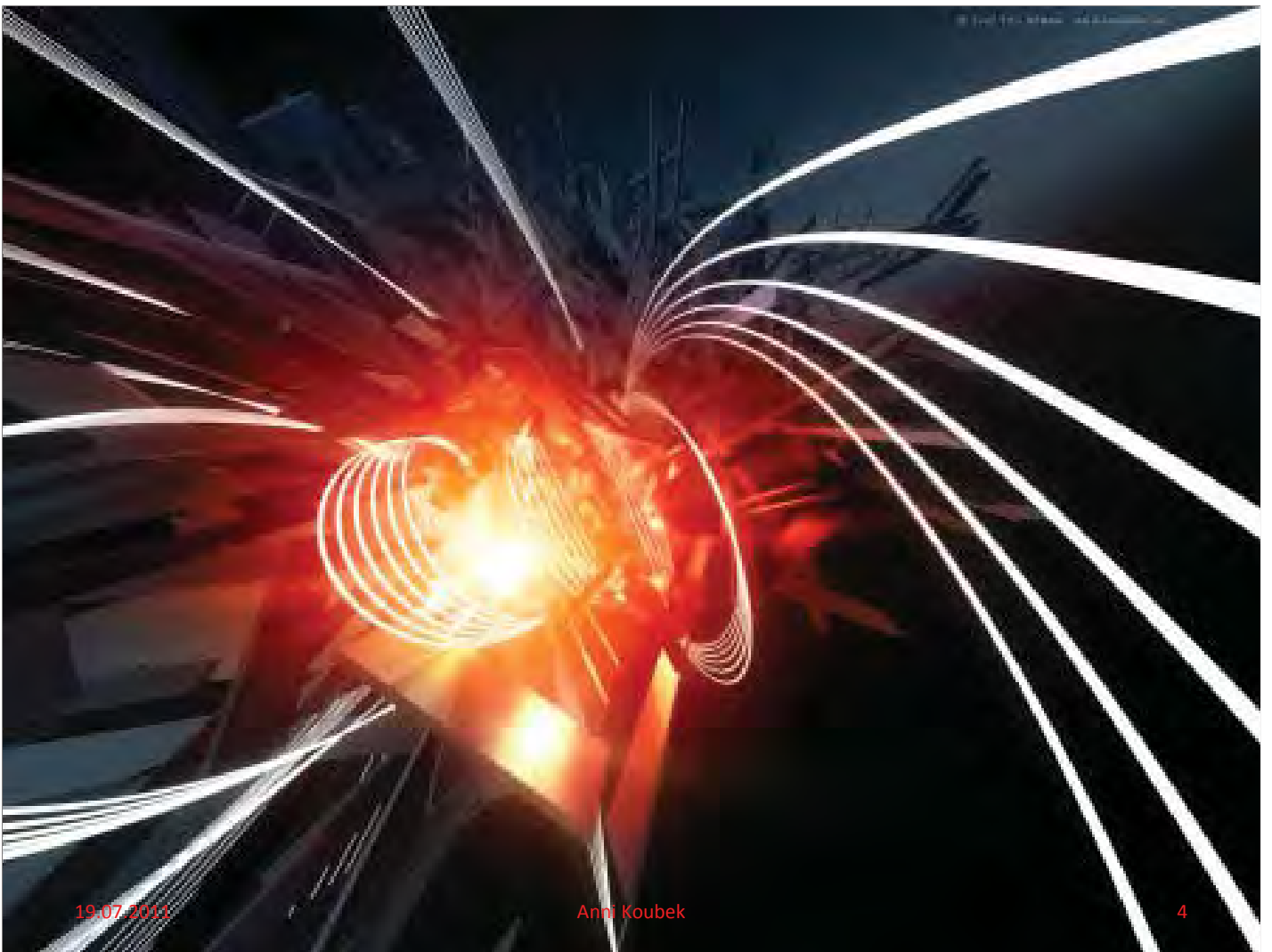
PERSONNEL CERTIFICATION IN A WORLD OF CHANGE



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WHAT DOES THAT MEAN?

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We are currently preparing students for jobs and technologies that don't yet exist... in order to solve problems that we don't even know are problems yet"

Richard Riley

Former U.S. Secretary of Education

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iPod = \$299 of Chinese export, **but**

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iPod = \$299 of Chinese export, **but**

- Distribution of value added:
- US\$ 299
 - 75\$ profit to US (Apple)
 - 73\$ wholesale/retail US (Apple)
 - 75\$ to Japan (Toshiba)
 - 60\$ to 400 parts from Asia
 - 15\$ to 16 parts from the US
 - 2\$ assembly in China

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Source: Charles Fadel

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FT Global 500, Headquarters Location

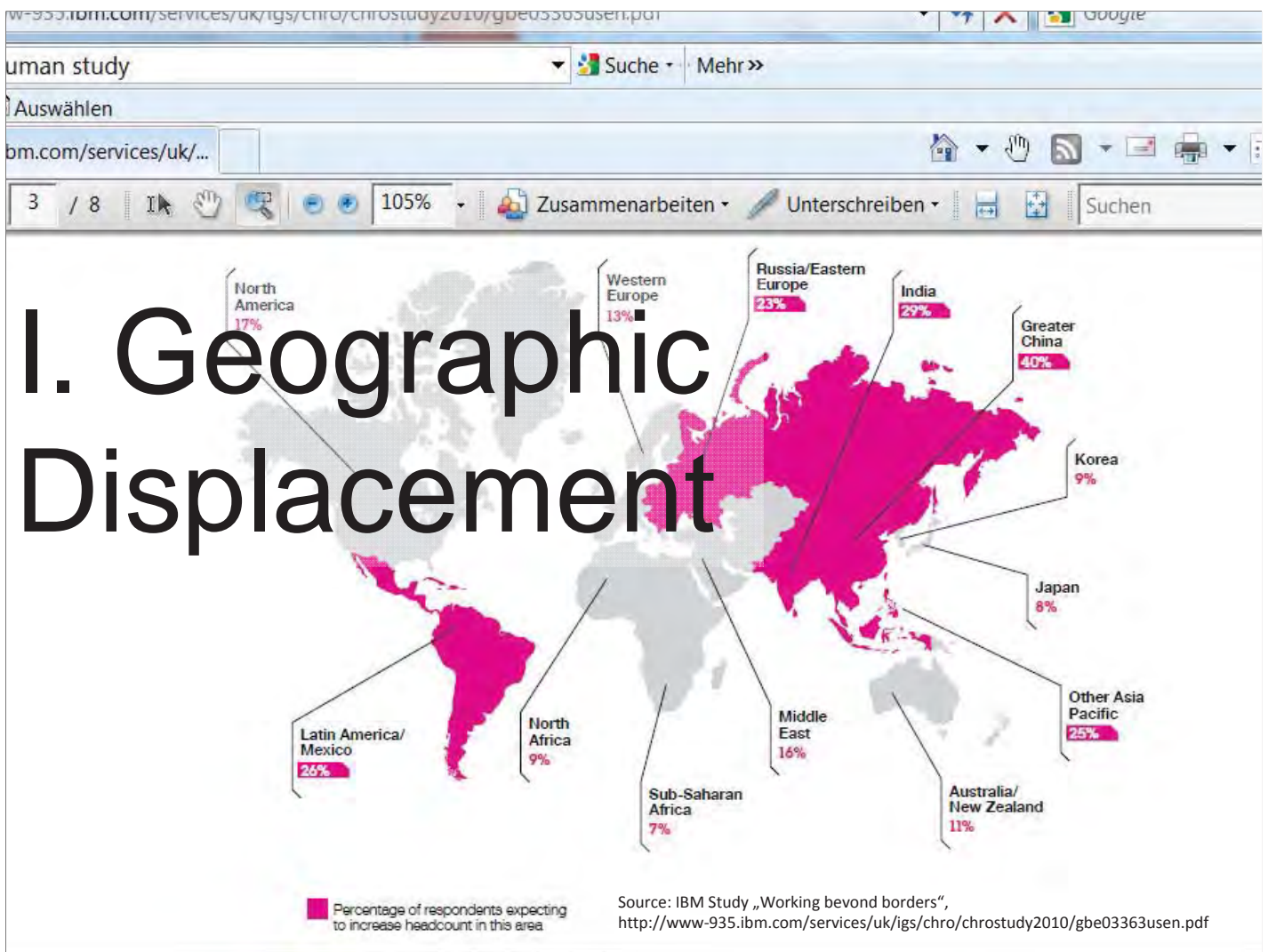
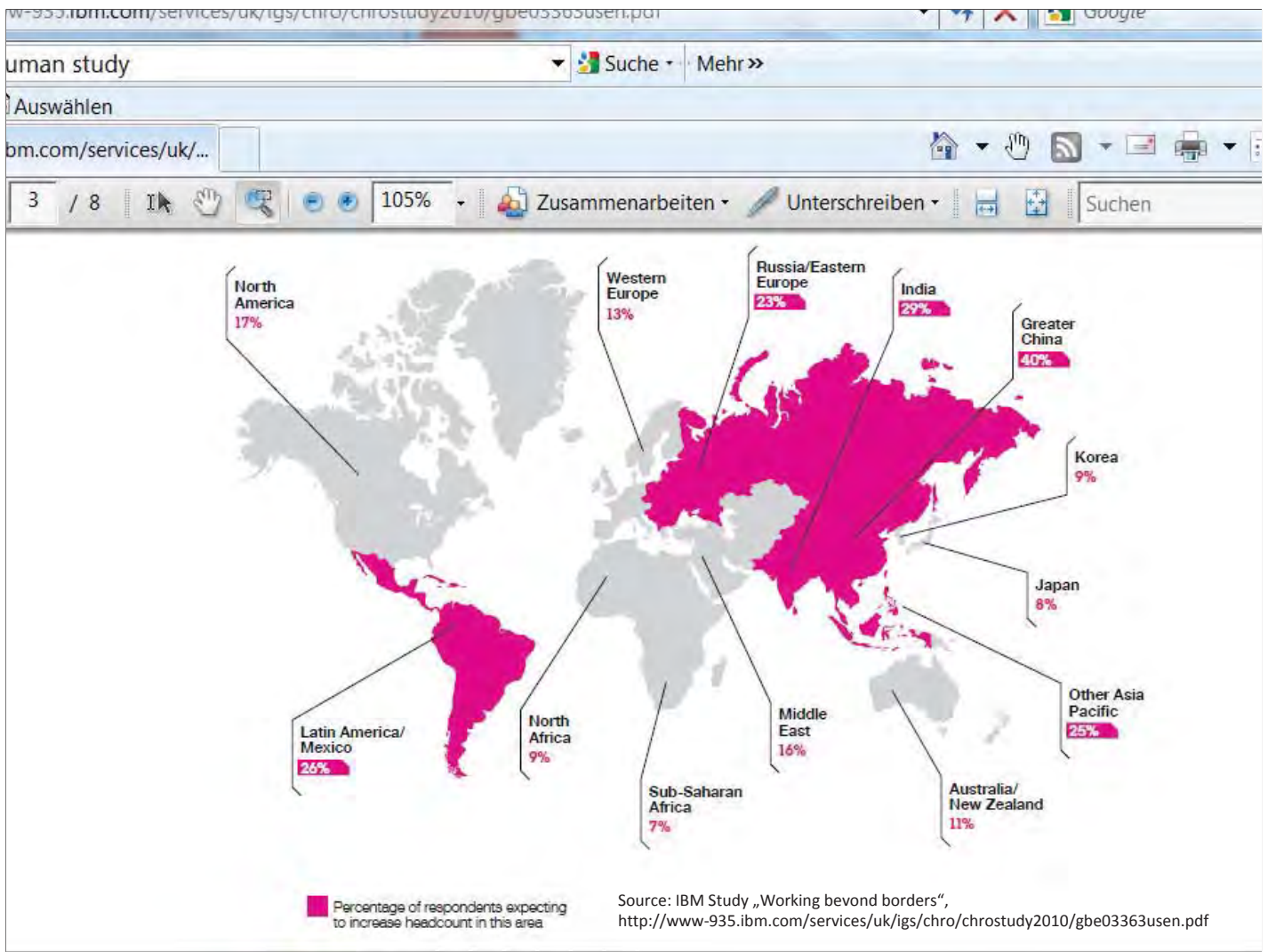
Country	2005	2006	2007	2008	2009	% Change, 2005-2009
United States	219	197	184	169	181	-17
Japan	43	60	49	39	49	+14
United Kingdom	33	36	41	35	32	-3
China	8	11	16	35	43	+438
Germany	19	19	20	22	20	+5
India	5	4	8	13	10	+100
Italy	12	11	8	7	7	-42
France	28	30	32	31	23	-18
Spain	9	8	12	14	13	+44

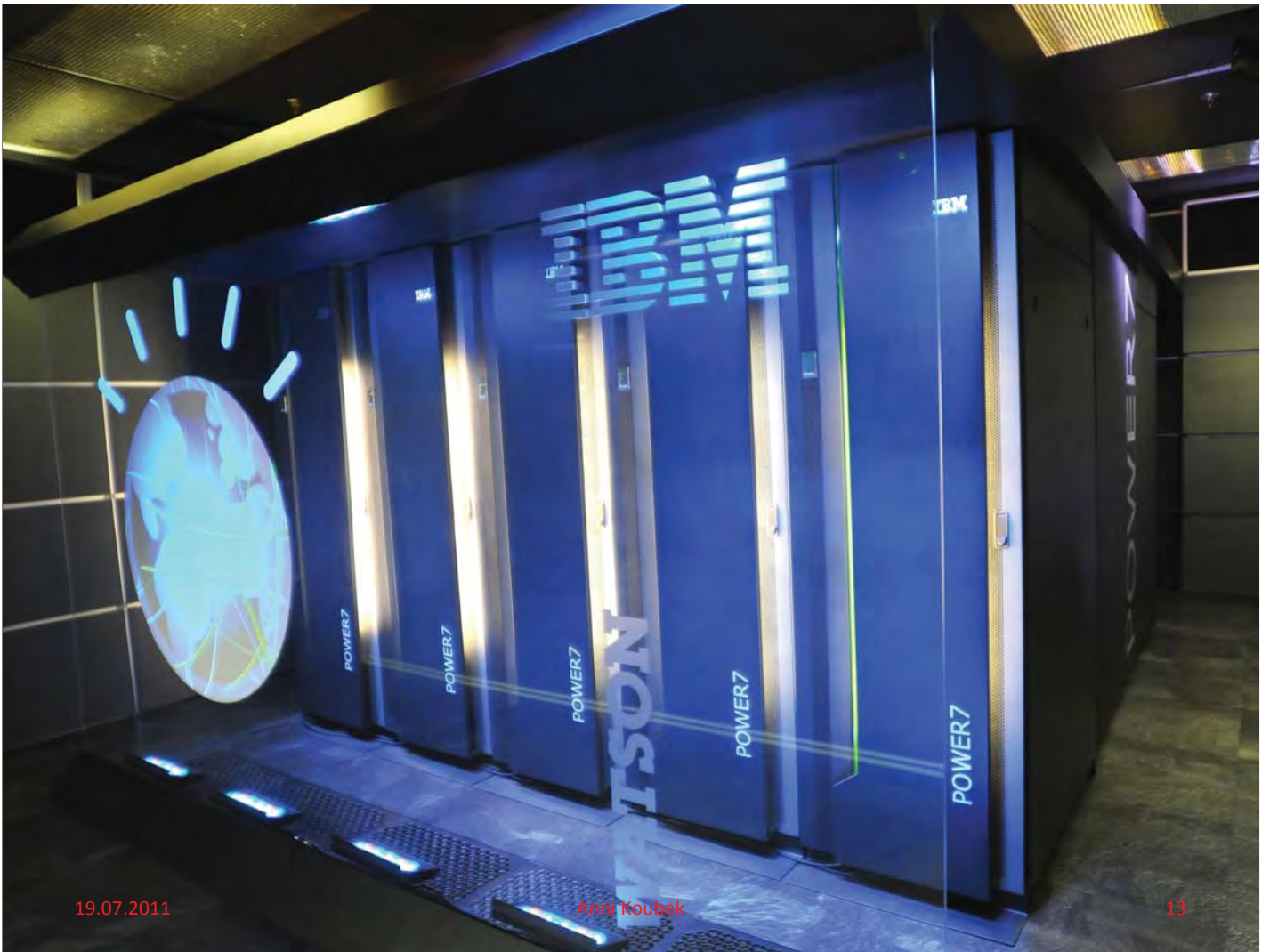
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Source: Financial Times, Global 500 Survey

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Some Displacements

- Ox/Yak → plough
- Horse → Automobile

- Washers → washing machine
- Artisans → mass production
- translators → automated translation

III. Off-shorable Services

- **Impersonal services** → delivered electronically with little or no degradation of quality → potentially offshorable.
- **Personal services** → cannot be delivered electronically i.e. suffer severe degradation of quality → non-offshorable”
- Cp. Alan Blinder, Princeton U., 2005

Book-keeping
Call center
Taxi-driving
House cleaning

Medical Diagnosis
Software development
Medial Treatment
Education & Training!

Low skill

High skill



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Workforce gaps

- Cultivating creative leaders
- Mobilizing for greater speed and flexibility
- Capitalizing on collective intelligence

Source: IBM Study „Working beyond borders“,
<http://www-935.ibm.com/services/uk/igs/chro/chrostudy2010/gbe03363usen.pdf>

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QECD 21st Century Competences

- Functioning in socially heterogeneous groups
- Acting autonomously
- Using tools interactively
- Thinking (a “cross-cutting” competency)

ISO 19011: Ability to apply knowledge and skills to achieve intended results

ISO 27024: Demonstrated knowledge and skills

WHAT IS COMPETENCE?

“Competence” means the proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

In the context of the European Qualifications Framework, competence is described in terms of responsibility and autonomy

WHAT IS COMPETENCE?

EQF, cp. http://ec.europa.eu/education/pub/pdf/general/eqf/broch_en.pdf

OECD:
21st Century Competencies
were defined as the
knowledge, skills and
attitudes necessary to be
competitive in the 21st
century workforce

WHAT IS COMPETENCE?

[APEC Education Reform Symposium](#) in Xi'an, China, 2008

THESIS NR. 1: COMPETENCE CERTIFICATION OF OFFSHORABLE SKILLS IS OFFSHORABLE

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THESIS NR. 2: COMPETENCE CERTIFICATION OF NON-OFFSHORABLE SKILLS IS NON-OFFSHORABLE



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THESIS NR. 3: BIGGEST CHALLENGES AND POTENTIALS ARE IN PERSONAL SERVICES

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- One study done by the Stanford Research Institute and Carnegie Mellon Foundation found that 75 percent of long-term career success depends on soft skills and only 25 percent on technical knowledge.
- Study done by Harvard University: 85% of jobs & promotions are because of the candidate`s attitude & soft skills and only 15% due to facts and figures engineers have.

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