Product developers’ directions and goals

Background
The distinction between work and spare time is increasingly blurred out, and work life is generally changing due to digitalization and global developments such as the pandemic. Product development is also affected by such changes in terms of more work from home and increasing complexity of product systems calling for both discipline and creative thinking from product developers coming into product development organizations. Such organizations have goals in terms of the products demanded by markets, and by experiences that customers are likely to appreciate – but are the same goals driving product developers? With increasing demands for independent thinking at work, it is of interest to understand what product developers draw on to find their direction in their work life, what their goals are and why. The thesis project is connected to an ongoing research project and as such, you will potentially contribute with data to future research happening in the project.

Broad purpose/aim
To explore how young product developers’ find/shape goals and direction in their work life, in relation to goals and direction of product development organizations in which they are employed.

Method
Interviews with product developers and analysis of interview accounts. Potentially also interviews with strategic managers in product development organizations concerning organizational goals and direction.

Requirements
Knowledge of product development and interest in subjects such as motivation, leadership and organizational psychology. It is good if students have some practical experience from product development organizations or similar work contexts.

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