

# The socio-material nature of careers work: An exploration of knowledge co-creation amongst career practitioners

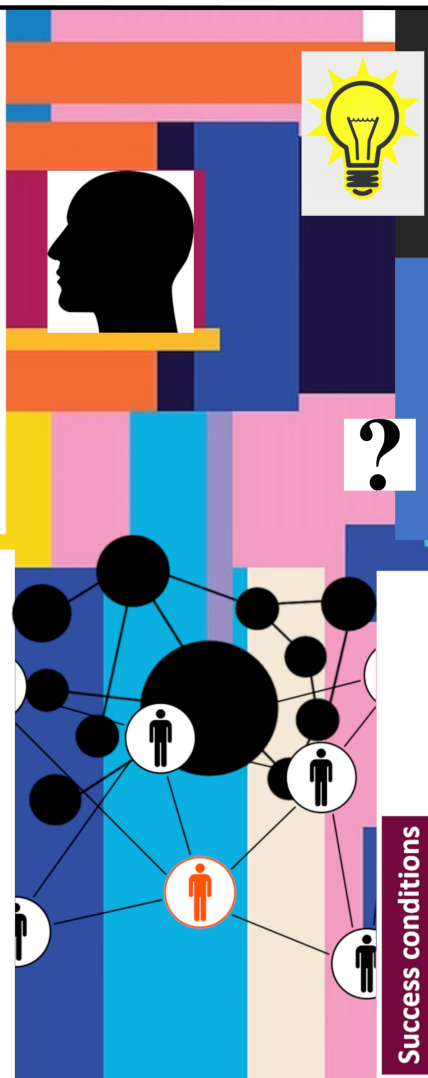
Marina Milosheva, Edinburgh Napier University, Submission ID:565

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## 1. Research background

- Knowledge co-creation is a main source of innovation and adaptability to change in organisations.
- Careers are changing. Career practitioners now need to prepare individuals for frequent career transitions rather than a 'career for life'.
- Governments have emphasised the important role of information access and effective knowledge management in the context of career decision-making.
- Knowledge co-creation can facilitate the adaptation of workers to more precarious career landscapes, as well as to the requirements of the post-industrial Knowledge society.
- Career services and career practitioners support jobseekers to navigate the changing career landscape. By co-creating knowledge, career practitioners shape the future workforce.

Innovation in career practitioner communities can be bolstered via the study of career knowledge co-creation.



## 3. Research design

Sensitising concepts: Role, Relationships, Artefacts, Career knowledge

**Research question: How do career practitioners co-create career knowledge?**

Techniques: Interviewing to the double, Key incidents

10 semi-structured online interviews with career practitioners at Skills Development Scotland

**Complementary research methods considered:** case studies, observations, artefact analysis, photo/document elicitation, focus groups

## 2. Key themes

### Knowledge management (KM)

- SECI Model (Nonaka & Takeuchi, 1996): transformations of knowledge
- Theory of expansive learning (Engeström, 1999): organisational problem-solving

### Communities of Practice (CoPs)

- Wenger's CoP theory (2004): self-organising communities around shared interests and experiences

### Learning communities

- Stoll et al (2006) and Scardamalia and Bereiter (2010): success conditions for knowledge co-creation

## 4. Main findings

**Knowledge is co-created through an assemblage of information and socialisation practices.**

Success conditions

### Knowledge co-creation practices:

Information-seeking, Information sharing, Contextualisation work, Asking for help

Emulate established forms of working and create new co-creation affordances

Practice-structuring concepts: Career Management Skills, Everyday leadership, Shared co-creation values

Formal knowledge co-creation channels: Team meetings, Reflective practice sessions, Working groups

Can also serve as barriers to knowledge co-creation

Technologies

Full poster abstract text available at:

<https://www.napier.ac.uk/research-and-innovation/research-search/outputs/the-socio-material-nature-of-careers-work-an-exploration-of-knowledge-co-creation-amongst>

## Contact details

**Marina Milosheva**  
**Email:** M.Milosheva@napier.ac.uk  
**Napier staff profile:**  
<https://www.napier.ac.uk/people/marina-milosheva>  
**Blog:** marinamilphd.org  
**Twitter:** @marinamilphd

Edinburgh Napier UNIVERSITY



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