



Call for Papers – Abstracts

Regional, demographically-orientated HR management in high-tech industry – a new service of cluster management: to attain experts, secure chances of employment and promote innovation.

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Abstract – Report from Practice

The aim of the project “Regional, demographically-orientated HR management in high-tech industry” (DEMOCLUST) (supported by the German Federal Ministry for Research and Education) has been to use regional and sectorial Cluster Management to comprehensively and sustainably overcome demographics challenges in a branch of the High-Tech Industry (Sensors Technology). DEMOCLUST developed a tried and tested, transferable and innovative model (with strategies, instruments and success factors) for demography management as a function of the management of regional High-Tech Clusters. The project work used the structure of the Cluster of the Sensors Technology Industry in the German Federal State of Bavaria (60 companies, 200 additional supporting members and partners). The article will give a short overview of the new Cluster services which have been developed. The project used an action research approach to inspire research and development that revealed that Demographics Management as an intermediary function can foster a sustainable style of HR management particularly in SME. HR policies become more orientated to a mid- and long-term orientation in contrast to a short-termism. The example of the Demography Management within the Cluster of the Sensors industry shows how the services of a High-Tech Cluster can be expanded beyond the traditional areas of technology development and common marketing strategies. Additional services can support a balanced and sustainable development of clusters and the individual companies with respect to social and human prerequisites of economic performance. Additional services are about to be developed. Cluster Management can be a factor in the sustainable development of regions, as it proved to be a valid interlink between more general regional economic and developmental initiatives and the individual companies.