

Abstract

Forms of work and working conditions are constantly changing within organizations, due to inter alia the Fourth Industrial Revolution and the boom of digitization and computerization. Labour market in developed countries is characterized by a higher representation of Generation Y and Generation Z employees whose job preferences differ from the previous generations' ones. These factors then result in transformation of forms and ways of work, working conditions, employee expectations and HR activities. The aim of this Master's thesis is to analyse the development and transformation of Work from a historical perspective, based on analysis and comparison of political documents, current scientific research and theoretically oriented scientific sources; and more importantly, to determine the main future trends in the world of work in connection with the Fourth Industrial Revolution and its impacts on the field of work. Based on these trends, changes in selected HR activities and working conditions are outlined in this Master's thesis. A deeper examination of the subject is provided by a conducted empirical qualitative survey which is reflecting the theoretical basis and mapping the above-mentioned trends that are changing the concept of work and personnel activities in selected organizations.

Key words: fourth industrial revolution, work 4.0, digitization, flexibilization, computerization, work-life balance