“FUTURE VISIONS 20 YEARS FROM NOW”: OF ECONOMY, SUSTAINABILITY AND EMPLOYMENT.
Future scenarios of the students of JAMK’s International Study Programs (all tuition conducted in English)

- or to more exact: Their “futuribles” on issues of economy, sustainability and employment

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
WHY? – Objectives and aim.

1) To increase the knowledge of Futures Research across all layers of the institution: Students, Faculty, Admin

2) To create a view on the way the students “model” in their minds the world to come – and discuss how that affects or should affect our teaching contents and practices – bring also the results back to the classroom for discussion

3) Expose students to Futures Thinking as informants (large nr. of students´) or as co-researchers (3-4 students per year)

4) To produce Bachelor´s Theses, conference papers and articles on the topic

5) To show with a real-life example (among others) that ESR (ethics, sustainability and responsibility) is high on the agenda and inbuilt in the curriculum of the Programme of International business (EFMD requirement for accreditation)

... 

6) Long-term; To create a course of Foresight and embed it also as a part of corporate interaction of the School of Business at JAMK

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
HOW? – The storyline so far.

- The first project-team formed in Spring 2012 (after an open call to all IB students)

- The Topic Areas of interest: Economy, Sustainability and Employment chosen by this “Student team 1”

- Specific questions created after brief screening of the literature on the topics chosen, again by student team 1

- 3 rounds (2012, 2013, 2014) run as online-surveys (Digium-enquiry tool), 2015 forthcoming (Webropol)

- Qualitative interviews run by the main researcher (Saukkonen) to the members of research teams, looking at the impact of practicing Futures Research to their views and thinking (“meta-effect”)

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Structure of respondent pool

➢ Degree programme

➢ Type of student (2014)

➢ Study year

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Structure of respondent pool

- Gender
  - Male 2012: 37.7%, 2013: 41.0%, 2014: 39%
  - Female 2012: 62.3%, 2013: 59.0%, 2014: 61%

- Country of origin
  - Asia: 2012: 16.00%, 2013: 22.48%, 2014: 21%
  - Finland: 2012: 45.28%, 2013: 35.66%, 2014: 39%
  - Other Europe: 2012: 16.98%, 2013: 18.60%, 2014: 21%
  - Other: 2012: 0.94%, 2013: 3.10%, 2014: 6%
  - Russia: 2012: 10.85%, 2013: 10.0%, 2014: 9%

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
GLOBAL – NATIONAL – PERSONAL SCALE

- How will the economy develop from now to 2034?
- The main causes for this development of the economy (max 3 options).
- Which region will be the leading economy of the world in 2034?
- Which region will develop remarkably in comparison to its current situation?

Including comparisons to the surveys implemented 2012-13.

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The Big Picture (1): Vision on global economy from now to 2034

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Degree programme * How will the GLOBAL economy develop from now to 2034?

- **Music & Media Management**: 69% Increase, 31% Decrease
- **Facility Management**: 86% Increase, 7% Same as today, 7% Decrease
- **Nursing**: 40% Increase, 10% Same as today, 50% Decrease
- **Logistic Engineering**: 84% Increase, 5% Same as today, 11% Decrease
- **International Business**: 82% Increase, 2% Same as today, 16% Decrease

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Degree year * How will the GLOBAL economy develop from now to 2034?

1st year of study
- Increase: 65%
- Same as today: 35%

2nd year of study
- Increase: 79%
- Same as today: 4%
- Decrease: 17%

3rd year of study
- Increase: 69%
- Same as today: 10%
- Decrease: 21%

4th year of study
- Increase: 87%
- Same as today: 13%

Other
- 100%

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the **GLOBAL** economy develop from now to 2034? * The main causes for this development.

- **Multi-regional globalization**: 93% increase, 7% decrease
- **Emerging market in the EAST**: 85% increase, 3% same, 12% decrease
- **The rising power of China**: 96% increase, 4% decrease
- **Dynamic technology and innovation**: 90% increase, 5% same, 5% decrease
- **Scarcity of resources**: 57% increase, 7% same, 36% decrease
- **The challenge of climate change**: 61% increase, 12% same, 27% decrease
- **Debt crisis (one or many)**: 56% increase, 4% same, 40% decrease
- **Other, please specify**: 33% increase, 17% same, 50% decrease

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the **NATIONAL** economy develop from now to 2034? * The main causes for this development.

- **The distribution of global power**
  - Increase: 60%
  - Same as today: 4%
  - Decrease: 36%

- **Dynamic technology and innovation**
  - Increase: 85%
  - Same as today: 13%
  - Decrease: 2%

- **Scarcity of resources**
  - Increase: 54%
  - Same as today: 6%
  - Decrease: 40%

- **The challenge of climate change**
  - Increase: 67%
  - Same as today: 11%
  - Decrease: 22%

- **Governance and government**
  - Increase: 47%
  - Same as today: 12%
  - Decrease: 41%

- **Other, please specify**
  - Increase: 42%
  - Same as today: 11%
  - Decrease: 47%
Your home country region * How will the economy of YOUR HOME COUNTRY develop from now to 2034

<table>
<thead>
<tr>
<th>Region</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>83%</td>
<td>92%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Asia</td>
<td>79%</td>
<td>83%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Finland</td>
<td>37%</td>
<td>39%</td>
<td>22%</td>
<td>26%</td>
</tr>
<tr>
<td>Other Europe</td>
<td>44%</td>
<td>45%</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>67%</td>
<td>100%</td>
<td>0%</td>
<td>33%</td>
</tr>
<tr>
<td>Russia</td>
<td>90%</td>
<td>71%</td>
<td>8%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Growth | Same as today | Decrease

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Degree programme * Which region will develop remarkably in comparison to its current situation?

- Music & Media Management: 8% Europe, 31% Asia, 15% Russia, 23% North America, 23% South America, 23% Africa
- Facility Management: 10% Europe, 64% Asia, 15% Russia, 36% North America, 36% South America, 36% Africa
- Nursing: 5% Europe, 58% Asia, 15% Russia, 30% North America, 30% South America, 30% Africa
- Logistic Engineering: 7% Europe, 44% Asia, 9% Russia, 2% North America, 19% South America, 19% Africa
- International Business: 8% Europe, 31% Asia, 15% Russia, 23% North America, 23% South America, 23% Africa

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The summary on Economy issues

• Your Line of study as well as you maturity as a student impact your views

• The economic Non-growth/Degrowth not a majority view but nor a marginal phenomenon – increasing in popularity!

• Globalization and Technological development seen as positive drivers towards economic growth

• Limited faith in the positive role of Governance and Government towards economic growth

• Dim outlook for Europe both in the eyes of Europeans themselves and others

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
GLOBAL – NATIONAL – PERSONAL SCALE

➢ What is the trend of unemployment (less people having jobs) rate from now to 2033?

➢ The main causes for this development of unemployment rate (max 3 options).

➢ PERSONAL CAREER VISIONS:
How well do the studies support the future career?

Including comparisons to the surveys implemented 2012-13.

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The Big Picture (3): Vision on global unemployment rate from now to 2034

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Degree year * What is the trend of unemployment (less people having jobs) rate in GLOBAL scale from now to 2034?

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase</th>
<th>Same as today</th>
<th>Decrease</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st year</td>
<td>49%</td>
<td>12%</td>
<td>39%</td>
</tr>
<tr>
<td>2nd year</td>
<td>58%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>3rd year</td>
<td>59%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>4th year</td>
<td>66%</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Other</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Degree programme * Which of the following curves describes the best of YOUR FUTURE CAREER PATH?

<table>
<thead>
<tr>
<th>Degree Programme</th>
<th>Steady Growth</th>
<th>Unstable Growth</th>
<th>Stability with growth</th>
<th>Stability after growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music and media management 2014</td>
<td>15%</td>
<td>23%</td>
<td>39%</td>
<td>23%</td>
</tr>
<tr>
<td>Music and media management 2013</td>
<td>17%</td>
<td>30%</td>
<td>43%</td>
<td>10%</td>
</tr>
<tr>
<td>Facility Management 2014</td>
<td>14%</td>
<td>21%</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>Facility Management 2013</td>
<td>7%</td>
<td>13%</td>
<td>67%</td>
<td>13%</td>
</tr>
<tr>
<td>Nursing 2014</td>
<td>15%</td>
<td>25%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Nursing 2013</td>
<td>19%</td>
<td>16%</td>
<td>46%</td>
<td>19%</td>
</tr>
<tr>
<td>Logistic Engineering 2014</td>
<td>5%</td>
<td>22%</td>
<td>68%</td>
<td>5%</td>
</tr>
<tr>
<td>Logistic Engineering 2013</td>
<td>6%</td>
<td>29%</td>
<td>53%</td>
<td>12%</td>
</tr>
<tr>
<td>International Business 2014</td>
<td>16%</td>
<td>28%</td>
<td>44%</td>
<td>12%</td>
</tr>
<tr>
<td>International Business 2013</td>
<td>6%</td>
<td>42%</td>
<td>48%</td>
<td>4%</td>
</tr>
</tbody>
</table>

The models and 2013 %ages

by J. Saukkonen, A. Hakala, P. Le, P. Phan

jamk.fi
Degree year * Which of the following curves describes the best of YOUR FUTURE CAREER PATH?

1st year of study 2013: 45% Steady growth, 35% Unstable growth, 38% Stability with growth, 12% Stability after growth
1st year of study 2013: 6% Steady growth, 42% Unstable growth, 14% Stability with growth, 8% Stability after growth
2nd year of study 2014: 8% Steady growth, 17% Unstable growth, 46% Stability with growth, 29% Stability after growth
2nd year of study 2013: 15% Steady growth, 24% Unstable growth, 52% Stability with growth, 9% Stability after growth
3rd year of study 2014: 19% Steady growth, 19% Unstable growth, 50% Stability with growth, 12% Stability after growth
3rd year of study 2013: 14% Steady growth, 22% Unstable growth, 50% Stability with growth, 14% Stability after growth
4th year of study 2014: 7% Steady growth, 33% Unstable growth, 33% Stability with growth, 27% Stability after growth
4th year of study 2013: 11% Steady growth, 28% Unstable growth, 50% Stability with growth, 11% Stability after growth
Other 2014: 0% Steady growth, 50% Unstable growth, 50% Stability with growth, 0% Stability after growth
Other 2013: 0% Steady growth, 40% Unstable growth, 60% Stability with growth, 0% Stability after growth

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
Gender * What is the trend of unemployment (less people having jobs) from now to 2033?

**GLOBAL**

- Male: 41.9% Growth, 11.6% Same as today, 46.5% Decrease
- Female: 21.2% Growth, 66.7% Decrease

**NATIONAL**

- Male: 37.2% Growth, 20.9% Same as today, 41.9% Decrease
- Female: 24.2% Growth, 54.5% Decrease

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
What is the trend of unemployment (less people having jobs) rate in NATIONAL scale from now to 2034?

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The summary on (un)employment issues

• The more one studies – the more pessimistic one gets in views of global employment situation
• The more one studies – the less one believes in to a linear career path
• So-called Untypical Career model getting very typical career scenario!
• Female student much less pessimistic on employment possibilities than males
• Very dim picture of employment in ”Finnish” + ”other European groups”
GLOBAL – NATIONAL – PERSONAL SCALE

- How will the use of non-renewable resources change from now to 2034?
- The main causes for this development in use of resources? (max 3 options).

Including comparisons to the surveys implemented 2012-13.

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The Big Picture (2) Vision on global consumption of non-renewable resources from now to 2034

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the use of non-renewable resources change - PERSONAL scale?

The main causes for this development:

- Environmental awareness
- Development of economy
- Development of financial situation
- Development of technology
- Usage of technology
- Government and governance (social and...)
- Decrease of the resources
- Finding more resources
- Personal decisions
- Other, please specify

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the use of non-renewable resources change - NATIONAL scale?

The main causes for this development:

- Environmental awareness: 51.9% (57.8%) 46.5%
- Development of economy: 20.9% (19.3%) 44.3%
- Development of technology: 44.3% (37.6%) 37.6%
- Usage of technology: 35.9% (37.6%) 38.8%
- Government and governance (social and political factors): 57.6% (52.7%) 48.6%
- Decrease of the resources: 32.1% (36.7%) 30.2%
- Finding more resources: 20.8% (18.6%) 11%
- Other, please specify: 13.2% (7.8%) 11%

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the use of non-renewable resources change - GLOBAL scale?

The main causes for this development:

- Environmental awareness
  - 2012: 55.7%
  - 2013: 53.5%
  - 2014: 60.0%

- Development of economy
  - 2012: 0.0%
  - 2013: 16.3%
  - 2014: 22.9%

- Development of technology
  - 2012: 25.3%
  - 2013: 46.5%
  - 2014: 41.3%

- Usage of technology
  - 2012: 43.4%
  - 2013: 38.8%
  - 2014: 35.8%

- Government and governance (social and political factors)
  - 2012: 33.0%
  - 2013: 37.2%
  - 2014: 38.5%

- Decrease of the resources
  - 2012: 23.6%
  - 2013: 17.8%
  - 2014: 13.8%

- Finding more resources
  - 2012: 9.4%
  - 2013: 13.8%
  - 2014: 7.3%

- Other, please specify
  - 2012: 5.4%
  - 2013: 7.3%
  - 2014: 7.3%

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
How will the use of non-renewable resources change - PERSONAL vs NATIONAL vs GLOBAL scale?

PERSONAL

2012: 40.6%
2013: 52.7%
2014: 45.0%

NATIONAL

2012: 31.1%
2013: 28.7%
2014: 26.4%

GLOBAL

2012: 17.9%
2013: 19.3%
2014: 11.9%

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
The summary on Environmental issues

- The material Non-growth/Degrowth already a majority view and increasing in popularity in the informant groups!

- Even more belief on sustainability on Global and National level than Personal (note: The socio-economic status...)

- Environmental awareness visioned to grow notably on all layers

- Government and governance seem to have an important effect on National and Global levels, but impacting Personal level only marginally
What is the view of the world in the year 2034? Will it be... 

- a better place to live than today? (34.9%) 
- as good a place to live as today? (33.9%) 
- a worse place to live than today? (31.2%) 

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
NEXT STEPS TO BE TAKEN.

1) SPSS-analysis to dig deeper to cause-effect logic and see e.g.: (in progress)
   - if different (student) age groups and study lines affect on views?
   - is technology seen as a potential sustainability problem or a solution?

2) To run **2015 enquiry-round** – same questions for the sake of longitudinality (end April)
   - faculty members, adult education students + exchange students to be **added to the respondent pool**? + continue either on yearly or biannual basis, to see if e.g. changes in **present (at any timepoint) economic conditions affect long-term thinking**?

5) To find an **international partner to join the project** to allow **comparative study**
- **AN OPEN INVITATION !!!**

by Juha Saukkonen, Le Phuong, Phan Phuong, Anne Hakala
About the “meta-effect”:

1) Students involved as co-researchers reported in the qualitative interviews that:

- Their “future consciousness” – e.g. as reaction to the newsfeed they get - has grown i.e. timespan of their own thinking has lengthened
- They tell about the project, results also to their nearest social circles – also outside the University environment (family, friends)

=> “Futures Research and Futures research is sticky and it radiates to its environment – halftime still unknown