



The Cinderella story – A Skilled Worker’s Option in the Digitalization of Services

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Keywords: Relational agency, transformation, digital service, backstage employee, motivation

Abstract

The aim of the paper is to analyse how backstage service employees may rise from invisibility to active agency when their work changes and even disappears during the digitalization of services. Our case study is of an intervention process aimed at envisioning future digital services and new work. Our main finding is that invisible backstage service workers may face a similar developmental pattern to that of “Cinderella” when finding their way in the digital era.