

FOM

<http://www.fom-blog.de/2017/01/handwerkerin-aus-leidenschaft-wie-unternehmen-von-diesem-potenzial-profitieren/>



The screenshot shows a web browser window with the URL www.fom-blog.de/2017/01/handwerkerin-aus-leidenschaft-wie-unternehmen-von-diesem-potenzial-profitieren/. The page header features the FOM Hochschule logo and the text 'FOM forscht – Wissenschaftsblog der FOM Hochschule'. A navigation menu includes 'STARTSEITE', 'FORSCHUNG', 'AUTORINNEN & AUTOREN', 'FOM HOCHSCHULE', 'IMPRESSUM', and 'KONTAKT'. Below the menu are social media icons for RSS, Facebook, Twitter, Google+, and YouTube, along with a search bar labeled 'Suchbegriff' and a 'SUBMIT' button.

The main article title is 'Handwerkerin aus Leidenschaft: Wie Unternehmen von diesem Potenzial profitieren'. The text begins with the date '13.01.2017' and describes a study by Dr. Katarzyna Haverkamp presented at an event in Gelsenkirchen-Buer. The study focuses on the status quo and challenges for women in the craft sector. The author is identified as 'Dipl.-Ing. (FH) Christoph Hohoff, Leiter des Bereichs Support Forschung an der FOM'. The article is categorized as 'Geposted in FOM intern, Personal' and includes the keywords 'demografischer Wandel, Frauen, Frauenquote, Handwerk'.

On the right side of the page, there is a 'KATEGORIEN' (Categories) sidebar with a list of topics including Allgemein, CSR, Das ökonomische Statement, Didaktik, Diversity, Empirie & Statistik, Entrepreneurship & Mittelstand, Finanzen, FOM intern, FOM-Edition, Gesundheits- & Sozialwesen, Ingenieurwesen, Logistik, Marketing & Kommunikation, MINT, Personal, Public Management, Technologie- & Innovationsmanagement, Unternehmensführung & Corporate Governance, Veranstaltungshinweis, and Verhaltensökonomie.