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Wie kann die Arbeitsmarktpolitik Jugendliche beim Berufseinstieg unterstützen? Alban Knecht analysiert politische Diskurse und institutionelle Veränderungen der Beschäftigungsförderung benachteiligter Jugendlicher in Österreich vor dem Hintergrund der Ressourcentheorie. Er diskutiert die Einführung von Maßnahmen wie überbetrieblicher Lehre, Ausbildungsgarantie und Ausbildungspflicht und verdeutlicht dabei die Bedeutung sozialinvestiver, befähigungsorientierter, neoliberaler und rechtspopulistischer Leitbilder für die praktische Arbeit der Fachkräfte und die Jugendlichen. How can employment policies support young people entering the labour market? Alban Knecht analyses the changes in political discourses and social-political measures with regards to employment promotion for disadvantaged young people in Austria. Against the background of his resource theory, he discusses measures such as inter-company apprenticeships, youth guarantee, and compulsory training and illustrates the impact that the social investment paradigm as well as the capability-orientated, neoliberal, and right-wing populist approaches may have on the practical work of professionals and on the young people concerned.