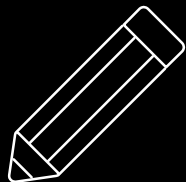


12th Conference on Grey Literature and Repositories
17 October 2019, Prague



Digital Transformation and Grey Literature Professionals

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via <http://www.nusl.cz/ntk/nusl-407835>

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How digital transformation impacts GL professionals

46%

**14% of jobs are at high risk of automation.
32% of jobs could be radically transformed
in the next 15-20 years.**

The Future of Work, OECD Employment Outlook 2019

Presentation at a Glance



First things first

- Digital transformation (DX)
- Grey literature (GL)
- GL professionals

DX impact

- The nature of GL work
- The workforce
- The workplace
- The role of leadership

Conclusions



Digital transformation



Doing things differently

Creating a new business model by using modern IT, leveraging existing knowledge and profoundly changing the essence of the organization – its culture, management strategy, technological mix, and operational setup. Pursue new revenue streams, products and services.

Customer-centric approach

Placing the customer in the centre of all decisions and actions.

New technologies

Maximizing use of mobile applications, AI, cloud computing, analytics, chatbots, and other digital services.

Benefits

Streamlining processes, customer satisfaction, profitability, new business opportunities.



GL represents any recorded, referable and sustainable data or information resource of current or future value, made publicly available without a traditional peer-review process.

Grey literature professionals

Professional



- Person formally **certified** by a professional body or belonging to a specific profession by virtue of having completed a required course of **studies** and/or **practice**. And whose **competence** can usually be measured against an established set of **standards**. Person who has achieved an acclaimed level of **proficiency** in a calling or trade.

www.businessdictionary.com

- A calling requiring **specialized knowledge** and often long and intensive **academic preparation**. *The Merriam-Webster dictionary*

GL professional

- Completed study or certification
- Established standards
- Specialized knowledge and skills
- Work competency
- Maintenance and development of professional expertise

Grey literature professionals

Reality check

Job search engines

○ Indeed.com	7
○ CareerBuilder.com	0
○ Dice.com	0
○ Glassdoor.com	10
○ Jobisjob.com	10
○ Idealist.com	2
○ LinkedIn.com	40
○ LinkUp.com	6
○ Monster.com	22
○ US.jobs	0

Position

- Analyst
- Researcher
- Librarian
- Consultant
- Linguist

Industry

Health, Research,
University, Intelligence

Roles

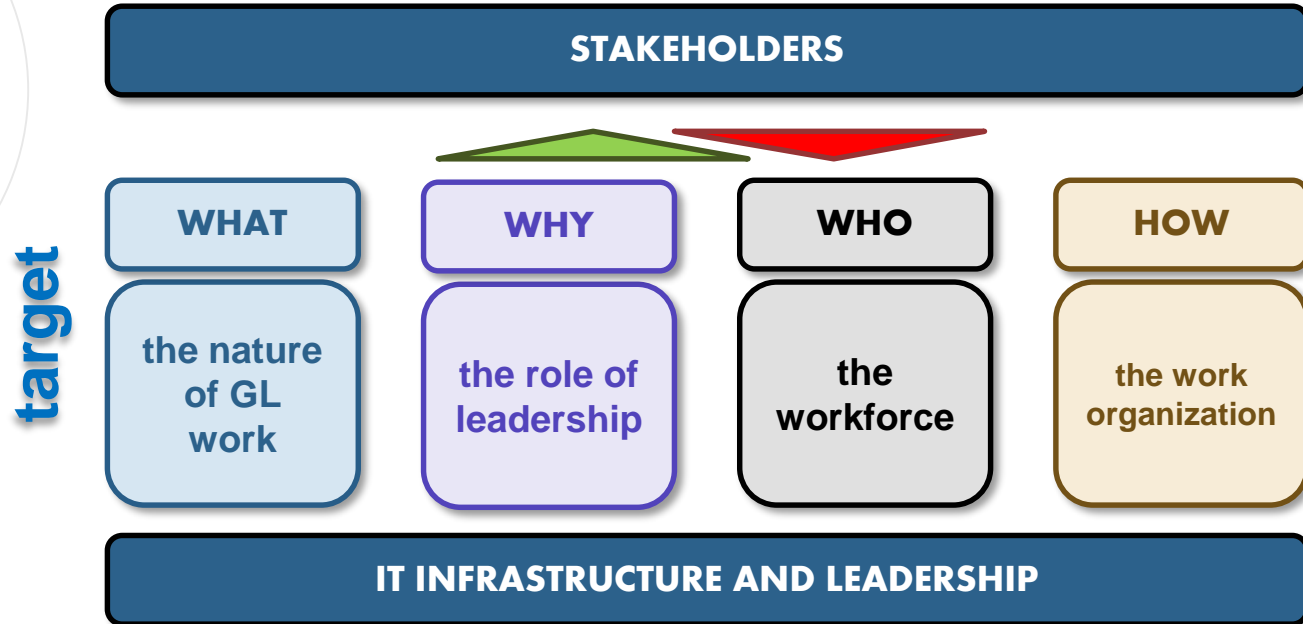
- identify, collect and interpret
- critically evaluate
- search for
- review
- experience locating sources
- create records
- knowledge of GL
- translate

**Search
Processing**

By 2022, augmentation of existing jobs through technology may free up workers from the majority of **data processing** and **information search task!**

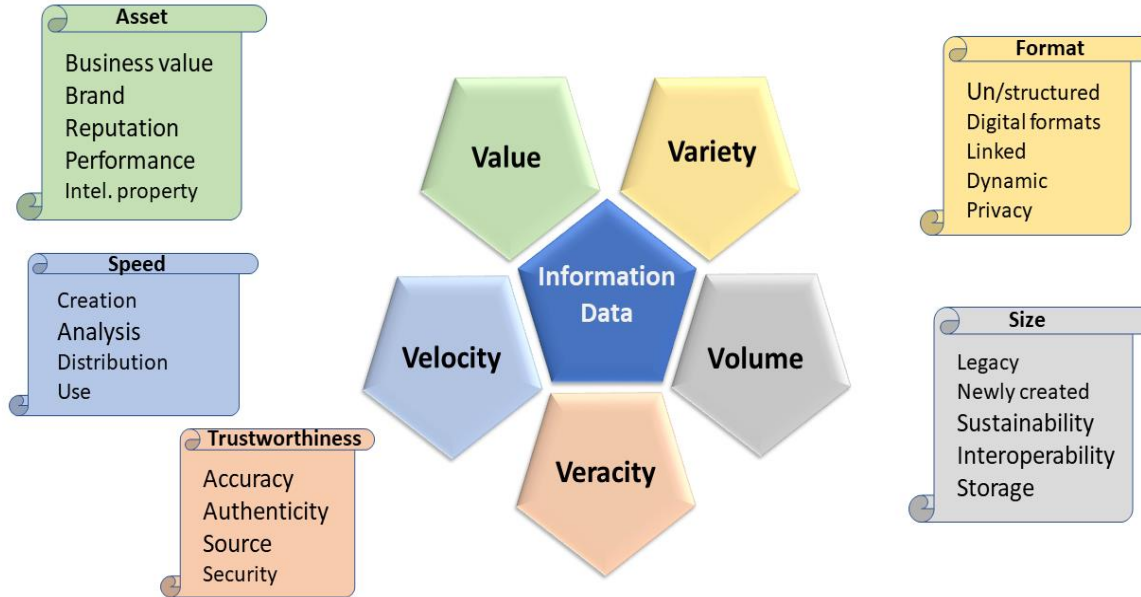
The Future of Jobs Report 2018, World Economic Forum

Digital transformation impact



DX impact on the nature of GL work

5 Vs of Data/Information

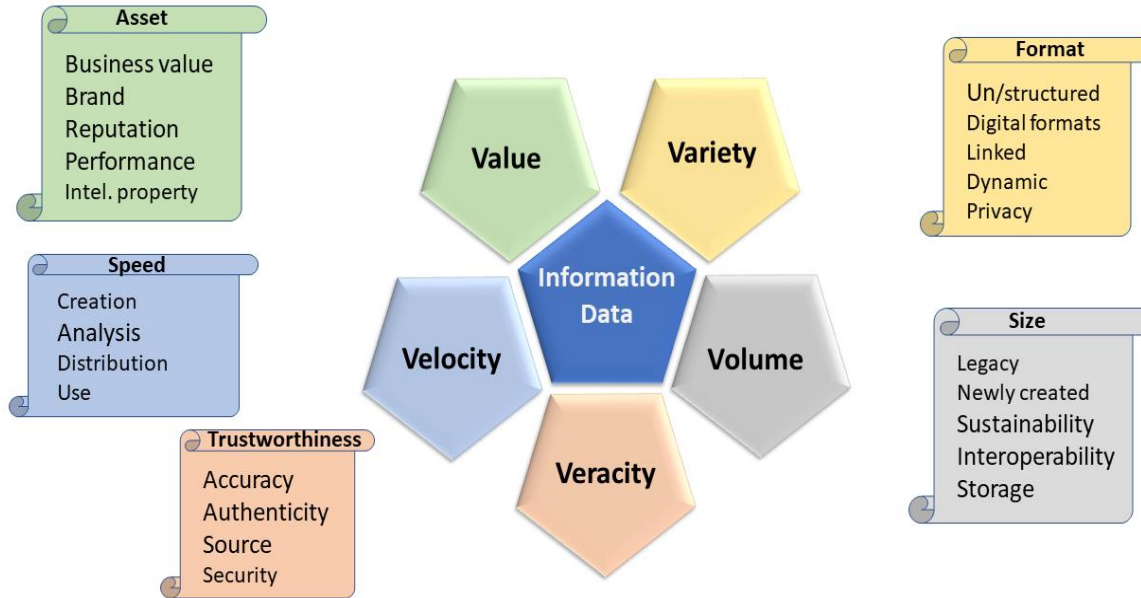


Variety

- The GreyNet website lists over 150 document types specific to GL, including data.
- Multiple sources include the IoT, AI, Machine to Machine communication (M2M), self-driven cars, robots, sensors, security systems, surveillance cameras.
- Billions of connected devices creating specific formats.

DX impact on the nature of GL work

5 Vs of Data/Information

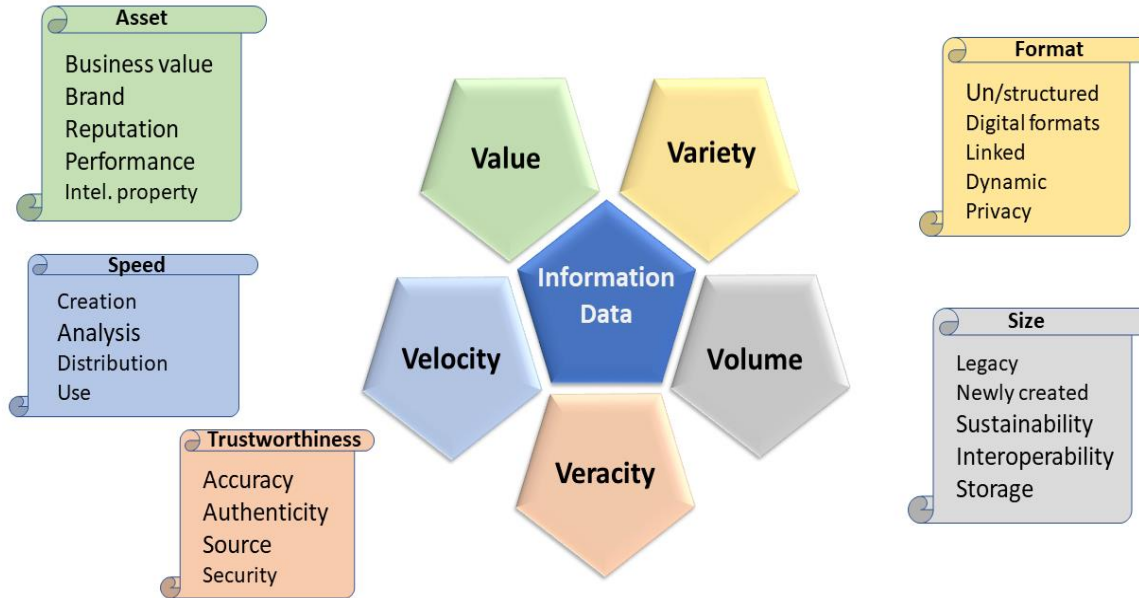


Volume

- There are 38 Zettabytes of data today. 90% of all the data in the world has been generated over the last two years.
- 2.5 exabytes of data are produced every day, equivalent to 250,000 Libraries of Congress.
- 5.1 Billion unique mobile users; 4.4 Billion Internet users; 3.5 Billion active social media users.
- Almost 200 Billion apps downloaded in 2018; 3 Billion eCommerce users.
- There are 130 million published books around the world, with over 800,000 new titles added annually.

DX impact on the nature of GL work

5 Vs of Data/Information

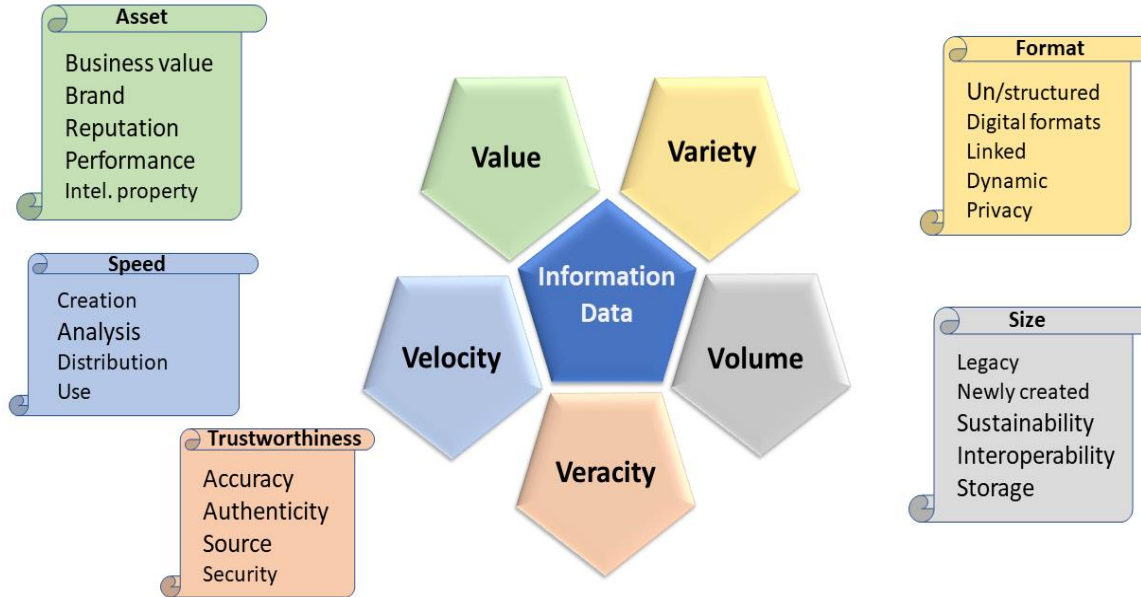


Veracity

- Spam email
- Computer bots
- Web spiders
- Viruses
- Disinformation
- Fake news
- Botnets
- Crawlers
- Trojans
- Misinformation

DX impact on the nature of GL work

5 Vs of Data/Information

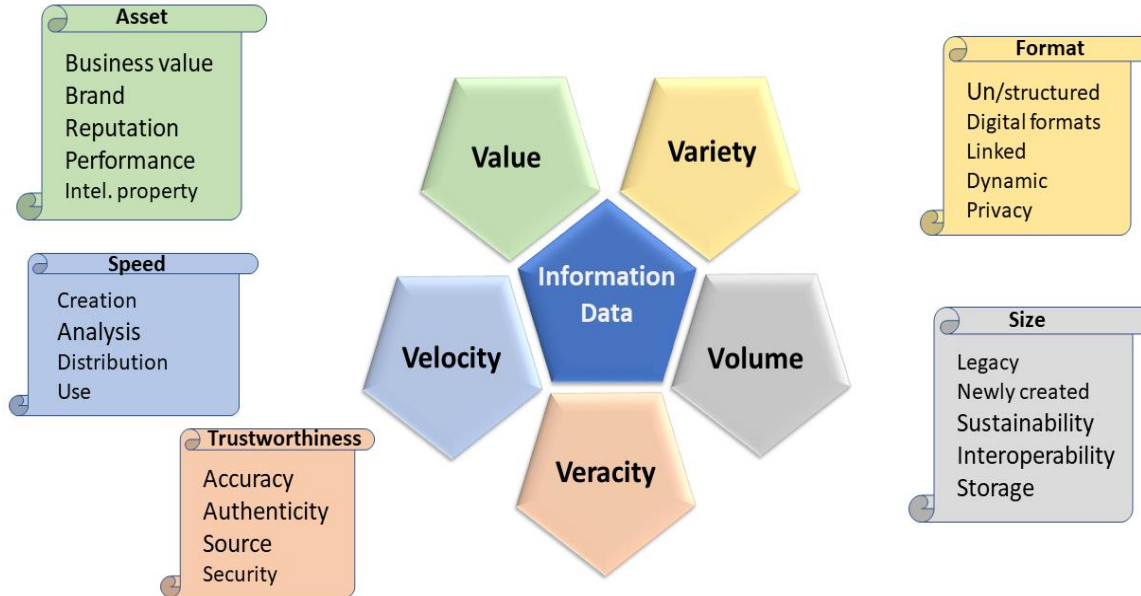


Velocity

- Currently it takes 13 minutes to download the content of a DVD (4.7 GB) over a DSL line with a bandwidth of 50 Mbit/s.
- A 5G-enabled smartphone or laptop could download the content of an entire DVD in just 4 seconds.
- 5G technology involves more than just speed though. Availability and reliability are other decisive factors.

DX impact on the nature of GL work

5 Vs of Data/Information



Value

- Data commercializing.
- Change of the originally intended purpose of information and data.
- The value of Information and data not depleted after consumption.

DX impact on the workforce

Digital transformation is more than just technology implementation.
The “digital workforce mindset” must be adopted first.

- Digital literacy, technical knowledge
- Lifelong micro learning and personal development
- Engagement
- Mobile force and remote work
- Generation gap
- Digital ethics

A digital mindset understanding the power of technology to democratize, scale and speed up every form of interaction and action. Main characteristics:

Abundance; Growth; Agility; Comfort with ambiguity; Explorer’s mind; Collaboration; Embracing diversity.

7 Characteristics of a Digital Mindset, Sahana Chattopadhyay

By 2022 over 50% of all employees will require significant re- and upskilling!

The Future of Jobs Report 2018, World Economic Forum



85 percent of the jobs in 2030 don't exist yet

Dell Technologies and Institute for the Future (ITF)

DX impact on the workplace

Challenge - Technology advances outpace existing workplace structures.

Solution

- **New IT tools** - to enhance communication, collaboration and knowledge-sharing across disparate teams. Strong IT infrastructure and IT literacy.
- **Digital dexterity** - to fluidly and dynamically reconfigure and deploy both human and digital resources at the speed of rapidly changing technological and market conditions.
- **Digital culture** – to move away from ‘paper culture’ to digitally born, user-generated content collaboratively created, and social media. VR and AR.
- **Removal of information silos** – to create open access data lakes, warehouses, and repositories as basis for new intelligence, idea generation, and more effective decisions.
- **Agile, fluid, and flexible teams** – to deliver quicker and higher quality results, decrease waste of time and effort, use resources better, make staff more involved.
- **Remote work** – to offer communication, collaboration, and learning at any time and any place.

DX impact on the role of leadership

Digital transformation needs leaders. It is a people issue, not a technology one!

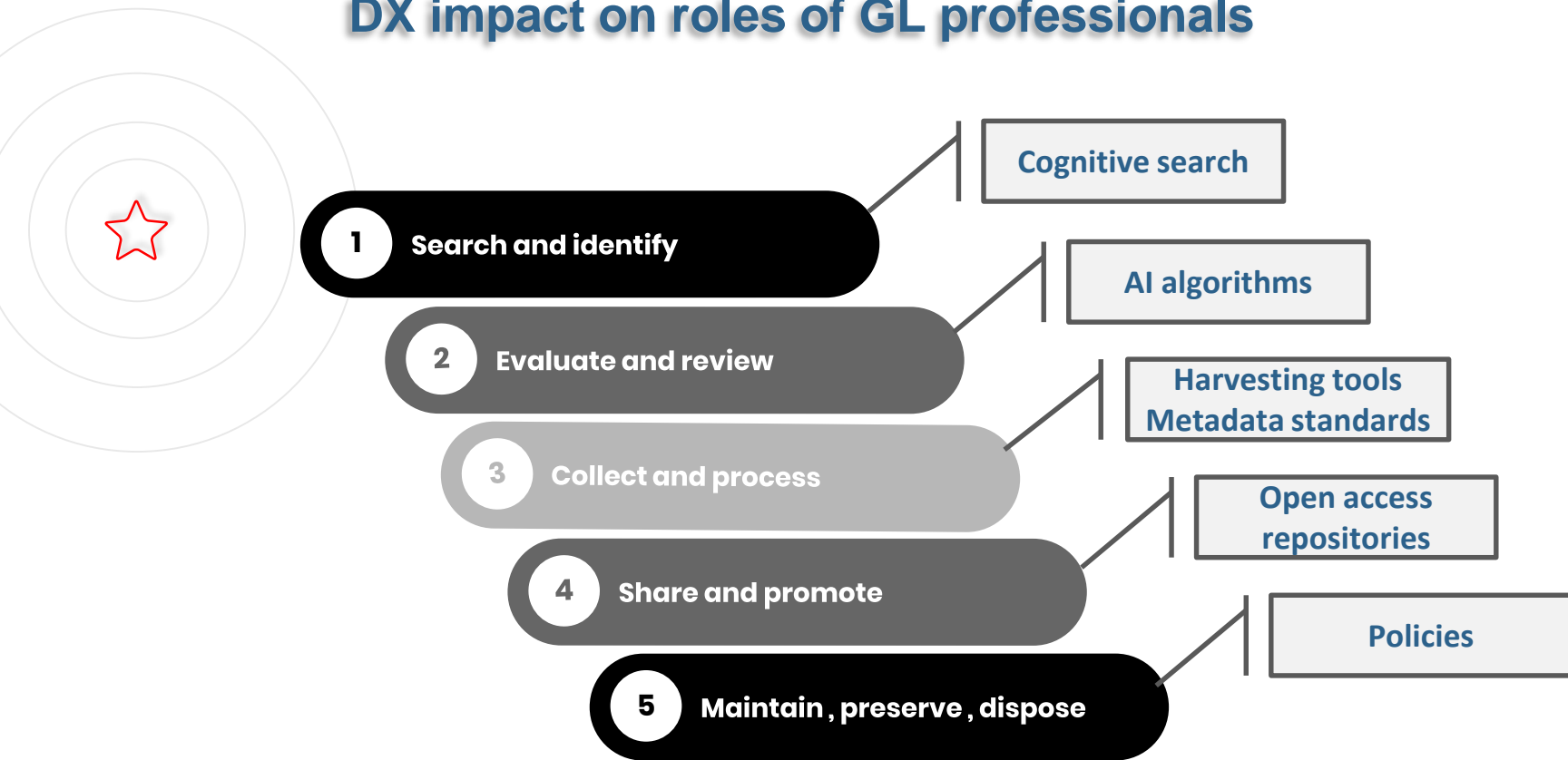
Leadership is not management! It is the art of influencing others to their maximum performance to accomplish any task. Clear answer to **WHY** change? What is the purpose or problem?

The goal: Not to add new technology for its own sake, but for improved competitiveness.

- Forward thinking/Visionaries/Strategists
- Customer focus
- Open communication, partnerships and collaboration
- Data-driven decision making (KPIs, value measurement, analytics)
- Tech savvy/Agile/Risk taker
- Employee empowerment/Talent promotion
- Support for creativity, innovation, experimentation
- Continuous improvement/Quick learner
- Leading by example/Role modeling

SKILLS

DX impact on roles of GL professionals



Management support / Understanding of business and customer needs

Conclusions

- **Increased dependency on IT tools**
Impact on all industries and types of work, including information and grey literature management.
- **Changed nature of grey literature**
Increase in GL types, the volume, speed of creation, while maintaining trustworthiness and value of information.
- **New GL requirements**
Impact on the workforce, the role of leadership, and the complexity of the workplace.
- **Strengthening the GL profession**
Training, acquisition of new skills, certifications, standardization, cooperation with related disciplines, professional associations.



Less than one-third of digital transformation projects are successful! *McKinsey & Company*





It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.

Charles Darwin

Thank you!