

The importance of the education and workplace digitalization Збірник матеріалів доповідей VI Міжнародної науково-практичної конференції з актуальних проблем педагогіки психології професійної освіти «ПОДОЛАННЯ МОВНИХ ТА КОМУНІКАТИВНИХ БАР'ЄРІВ: ОСВІТА, НАУКА, КУЛЬТУРА» Навчально-науковий гуманітарний інститут Національного авіаційного університету, м. Київ. С. 260-265

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THE IMPORTANCE OF THE EDUCATION AND WORKPLACE DIGITALIZATION

ВАЖЛИВІСТЬ ІНФОРМАТИЗАЦІЇ ОСВІТНЬОГО ПРОЦЕСУ ТА РОБОЧОГО МІСЦЯ

Annotation: The aim of the current piece is an attempt to study new tendencies in the process of education and advantages/disadvantages of digitalization of education. In this investigation it is argued and proven that digitalization has irrevocably changed the lifestyle, the workforce and educational establishments and thus all kinds of business. This fact leaves no doubt that educational establishments are to adjust to this change, which will gradually make them evolve.

Key words: digitalization, workforce, education, educational establishments, integration.

Анотація: метою даного дослідження є спроба проаналізувати сучасні тенденції в освітньому процесі, а також виявити переваги та недоліки інформатизаційного процесу освіти. В цій роботі ставиться питання та доводиться слушність того, що інформатизація безповоротно змінила стиль життя, спосіб праці та освітні заклади, тож відповідно і всі сфери виробництва. Таким чином, цей факт не залишає освітнім закладам нічого іншого, окрім того, щоб пристосуватися до цих змін та еволюціонувати.

Ключові слова: інформатизація, співробітники, освіта, освітні заклади, інтеграція.

Introduction:

The 21st century is the time when the vocabulary of every intelligent person cannot survive without “tion” words. Who can imagine that once the world has perfectly functioned without globalization, integration, computerization, digitalization etc.? Despite it used to function that way once, today times have changed and we live in the times of modern technologies – we live in the era of IT. We cannot imagine our personal life without technologies, we study online, we buy online, we book holidays online, we communicate online, we are integrating in the EU community and modern world of technical advances, to the world, which is advanced, developed culturally and technologically.

Today we all have to live in 24/7 rhythm, we have no time to waste, that is why we are looking for a convenient way to satisfy our needs and sort out our issues. Would anyone wish to spend over three hours to buy a computer (transportation, talking to a shop-assistant, waiting in a line etc.) rather than get it in one click in an internet shop and get it delivered next day spending about five minutes for the whole process? Do students freely wish to waste hours and hours of their time in the libraries instead of getting the information they need online? It is very doubtful. In this piece we argue that digitalization has irrevocably changed the lifestyle, the workforce and educational establishments and thus all kinds of business, including

educational establishments are to adjust to this change, which will gradually make them evolve.

Research and analysis:

In their piece “The open talent economy: Beyond corporate borders to talent ecosystems” Jeff Schwartz, Andrew Liakopoulos and Lisa Barry say that these days, many managers still choose to operate in the framework of the traditional model of vertical integration. They prefer to hire staff who will be occupied at their work station full time, they should be on company premises during working hours and mostly are not allowed to work from home.¹ Then again, taking into account rapid development of technologies this way is quickly becoming less functional and less profitable. The company should pay unreasonable expenses for rent, for maintaining facilities and pay wages to necessarily large number of employees. Access to the internet makes possible for both a buyer and a seller benefit from the digitalization of the work place. Digital technologies make work place more productive, more flexible, more cost saving etc. It is not pertinent solely for business environment, because this modus operandi is logical continuation of a retarded educational process. A great number of higher educational establishments in Ukraine are not ready to meet the demands of the current labor market, but even before that they are not ready to meet the current educational requirements. Digitalization of education is a preparatory stage that aims to improve students’ various competences, and develop their logical thinking and communicative skills.

Distance education is another separate field. Digital technologies are prime prerequisites for distant learning. Digitalization of educational process helps teacher to control practical efficiency, drastically reduce paperwork, systematize great amounts of information (use of laptops or tablets instead of bulky printed sources), assignments can be automatically controlled with the software tools, etc.

On the one hand, one may think that a digitalized work place or digitalization of educational process may not be beneficial for all parts of the process. We can say that it is not actually a matter. New modern technologies give a great number of opportunities and freedom: the student is not tied up to a classroom, and is able to

conduct individual projects or research, while the employee may have a chance to work from any point on the globe, as long as one has access to the internet their location makes no difference. Working online and studying online make people more connected, and it also makes them stay on top of digital novelties and develop their professional skills. It is also beneficial for an employer: companies are not restricted to a region, where they operate; they can operate globally and hire multinational staff. It is also beneficial for the university administration as far as the students' enrollment can be remarkably enlarged. Digitalization of a work place is extremely beneficial in terms of cost saving and time saving regarding the operational model according to Jeff Schwartz, Andrew Liakopoulos and Lisa Barry¹. That is also true for digitalization of the educational process: the enlargement of enrolment does not lead to multiplying expenses for facilities management, and other material costs.

However, digitalization of a work place and educational process apart from pluses may have challenges. One of the main challenges is dealing with security issues, data protection and establishing and cultivating peculiar digital culture. All these factors make students, teachers and later employees act and react in a way that differs from a previous work and study style. They need to adapt the technologies that enable their results. Staff members of different companies can easily conduct business regardless of their location and time zone, they can be connected to team members and partners via a number of various digital applications that enable communication.

Digitalization at this relatively early stage has already delivered enormous impact on working and studying styles around the world. The younger generation tends to prefer working and studying online, working from home, becoming freelancers, which gives them opportunity to manage their careers in a manner they want to and on their own terms. Businesses that are not open to changes, companies that do not feel like changing their modus operandi, those who do not wish to become digital are doomed to suffer losses in profits, because they will not be able to preserve competitiveness and good business reactions. Same is true for higher educational establishments. Those universities, which are not willing to adapt reform and

digitalize, will eventually die out. Education is an integral life of every human being, it is basic component of future life as far as good education leads to obtaining good job offers with competitive salary in the future, thus universities, which are not going to offer a modernized and up-to-date curriculum with relevant learning digital environment and conditions are to be extinct.

Digitalization and empowerment:

There is an opinion that “digital workplace or digital auditorium is not a place at all.”² On the big scale, one may perceive digital workplace as a merger of work and life. It is a virtual workplace, or rather an actual location of an employee, where they have all the assortments of gadgets necessary to conduct business. Digital workplace may be defined as a new corporate culture of autonomy, accessibility, accountability, and empowerment.² The same is valid for students, teachers and all other members of educational process. More and more people regardless of their age, status, post in the company or year at university demand more of a work-life balance: they want more time for their families and friends, more time to deal with stress, more time for themselves. They do not want to spend hours and hours of their life to commute to a university campus or to an office; they do not want to spend endless hours in unproductive meetings, etc. That work-life balance for them means using modern technologies to reach their higher goals. Today, people who were born in the end of the 20th century may be called “digitally native” generation. The US Bureau of Labor Statistics predicts that by 2030 these people, they can also be referred to as millennials, will make up ^L_{SEP}75 per cent of the workforce³. Naturally, this “digitally native generation” will be working according to the vision they have and they will definitely go online to conduct and manage their business. They normally do not like to work solely for a paycheck, bidding their time at a work station. They want to achieve result, to be successful, and what is even more important they want to have a balanced healthy lifestyle with minimum stressful situations³. And to achieve these results they need to have access to the kind of education, which will make it possible, which will lay proper ground and style for the younger generation to follow.

In the recent years another term has appeared – digital nomads – “a growing demographic of people who travel the world while working remotely over the internet.”⁴ Another aspect of the new digital work culture, apart from work-life balance, is mobility. Digitization and automation are transforming the workplace, and the nature of work, as never before. In today's always-on world, the lines between the physical office and where work actually happens are blurring⁵, people can work not only from home, but from the beach as well or any other place to their liking. Chain of command, in fact, gets less and less interested about the physical location of an employee if the task, which was assigned to them, is fulfilled. Hence, the employees benefit from this as well, as far as they have more free time to balance their life. The priorities change rapidly, the result, not time wasting in a class room, is in high demand. Being successful in covering all the relevant study material and spending time at all practical classes in the university is no longer the same.

Conclusion:

In the conclusion it is worth saying that digitalization changed and keeps changing the workforce and education, bringing new characteristics to business operations and learning environment, which at this stage seem inevitable and positive in terms of profit, culture and other relevant points. Taking into the account opinions of scholars and practitioners who work in this field we have outlined the obvious advantages of taking both education and business online and going digital, one of them is creating a special place that will empower students and employees and thus bring business and education process onto a new level of success and motivation. Basing on the information received from the sources it is clear that digitalizing a workplace is favorable for all those who wish to profit from their business and create positive atmosphere of accessibility, availability, mobility and transparency. While applying the concept to learning it works in exactly same way, empowering both teachers and students and at the same time motivating them significantly. Changing is a constant process that involves many factors. One cannot deny the fact the world is changing rapidly and all that is left for us is to adapt and adjust to those changes. If there is demand, this demand should be met. Modern technologies are everywhere

and people cannot imagine their lives without electronic devices, thus it would be doubtful that those people will not be using those devices for studying and later for work. Technology gives freedom and opportunity and people should use that opportunity and freedom, however, they should use it wisely. Taking into consideration all the advantages of the technological progress, and being supportive of all technological breakthroughs, one should keep in mind that “Digital Taylorism” may still exist and be a “modern version of scientific management,”⁶ no matter how utopian it may sound in the first quarter of the 21st century.

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