

From Disunity to Synergy: Transdisciplinarity in HR Trends¹

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Abstract

Modern trends in the labour market demonstrate a significant change in the paradigm of intersectoral and interdisciplinary interaction in a changing reality. In this study, current trends in the HR market will be considered. The World Economic Forum 2023 Future of Jobs report stated, that the past three years have been shaped by a challenging combination of health, economic and geopolitical volatility combined with growing social and environmental pressures. These accelerating transformations have and continue to reconfigure the world's labour markets and shape the demand for jobs and skills of tomorrow.

The obvious importance of transdisciplinarity in today's labour market is not always reflected in reality. This is largely due to the unwillingness to change, which in many respects goes back to the field of psychology. In this context, Kurt Lewin's theory of change is considered, which confirms that there is always a balance in life, which in relation to life changes manifests itself in the following: there is a certain driving force that gives changes and changes in people's lives for the better, and the same resistance force, which opposes it and wants to keep the usual order, to leave everything unchanged.

Keywords: *HR trends, transdisciplinarity, Chat GPT, education, BANI world.*

1. Introduction

Today, when the business environment demands fast development and swift reaction to changing conditions various organizations and companies have to face emerging challenges that require a new approach to Human Resource (HR) management. Traditional HR practices often operate in silos, which prevents them from solving

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complex problems. However, the rise of transdisciplinarity in HR trends offers a promising solution, emphasizing the integration of various disciplines to enhance synergy and achieve organizational success. This article explores the shift from silos to synergies in HR and the benefits of transdisciplinarity.

The relevance of transdisciplinarity in science and education, production, business and politics is repeatedly discussed in the public space and in research and educational discourse. This phenomena has already its history of development (Nicolescu, 2005), (Max-Neef, 2005), and, undoubtedly bright perspectives. As G. Japee mentions: “Transdisciplinarity is not a vehicle that we deploy to stay alive or accomplish our projects. It is a way of being alive” (Japee, 2021).

The paper regards current trends in the development of the labour market based on monitoring reports from the World Economic Forum. Besides that, it analyses the hypothesis that all prospects for the development of the HR are associated with transdisciplinary interaction, the development of transdisciplinary skills and competencies. And the essence of the work of the future and partly of the present is the removal of rigid boundaries between spheres of professional activity and again - transdisciplinarity.

In this regard, the question inevitably arises about the readiness of education for the dynamics of the HR market. This implies multifaceted readiness - the content of educational programs, sufficient professional competence of teachers and administration of educational institutions and, most importantly, psychological willingness.

The article develops the concept of transdisciplinarity, which was discussed in the presentation “Connecting Minds: Transdisciplinary Communications in the Development and Operation of Mental Health Chatbots” (Frolova & Bernikova, 2023). In this regard, the research develops from the particular to the general - from the role and essence of the development of mental health chatbots - to common trends

changes in the labour market that have arisen, inter alia, in connection with the use of chatbots in HR activities.

The materials of the paper were presented during the “The Virtual Second Meeting of The International Association FOR Trans-Disciplinary Communication (AFTC) Held In the Context of The 27 th World Multi-Conference on Systemics, Cybernetics and Informatics” (Callaos, 2023).

2. HR Trends and Labour Market in the BANI World

The modern world is characterized by such epithets as Brittle, Anxious, Non-linear, Incomprehensible, which form the acronym BANI. (Cascio, 2023) The concept of BANI world was implemented by the futurist and anthropologist Jamais Cascio in late 2018 as a part of a larger talk about global chaos for a big Institute for the Future meeting. In the BANI world, it is necessary to build resilient systems that can withstand unexpected events and disruptions; to develop strategies to manage anxiety, to embrace complexity and develop nonlinear thinking skills to navigate the unpredictable future.

As the world of BANI grows, it's important to consider HR issues that HR teams grapple with every day. The main trends in changing the organizational industry are: work to develop soft skills of personnel, hybrid work, retraining and advanced training of personnel, and the development of the digital world.

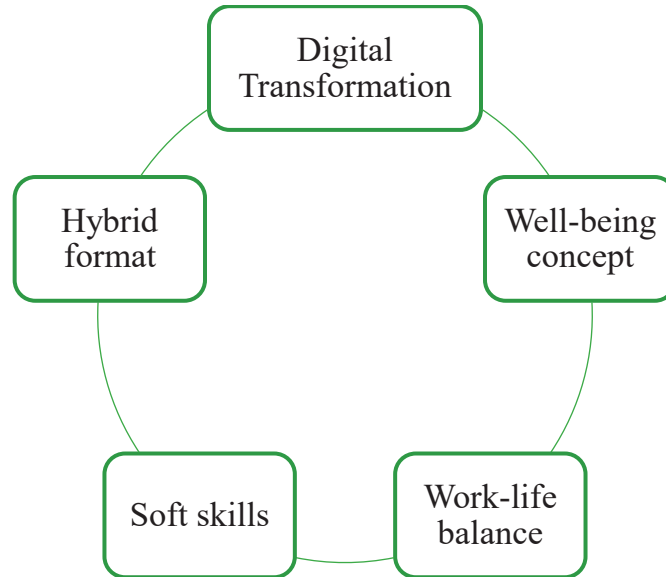


Figure 1: Key HR Issues: the main trends in changing the organizational industry

The Harvard Business Review discusses the rise of the corporate nomad in the face of the COVID 19 pandemic. Corporate nomads are individuals who, while maintaining ongoing employment relationships with their organizations, will increasingly participate part-time in geographically dispersed initiatives and projects within the global network of their employers (Fernandez-Araoz, 2022). Corporate nomads gain critical skills from other organizations and best practices that can help businesses gain more value. In the BANI world, we learn about how to better handle situations from the experiences of others. This corporate knowledge can bring new ideas and innovations needed to move the business forward.

Another trend is hybrid work – the hybrid workplace model combines office and remote work, providing flexibility and employee support. When working under this model, employees tend to enjoy greater autonomy and maintain a better work-life balance, resulting in greater engagement at work.

In March 2022, Microsoft published the study “Great Expectations: Making Hybrid Work Work” (Work trend index annual report. Great Expectations: Making Hybris

Work Work, 2022), which showed that 41% of workers would consider resigning if their desire for a hybrid work format is not satisfied by their employer. The study also showed that 73% of employees want to work in a flexible work environment, while 67% crave face-to-face meetings with their colleagues to build more collaboration and teamwork. This means that hybrid work is dominating the present and future of work.

The COVID-19 pandemic significantly accelerated the digital transformation already underway in many companies. Combined with advances in Artificial Intelligence this will drive a change in how people work (Microsoft New Future of Work Report 2022, 2022).

The intensive development of AI and the active integration of technologies into all spheres of human life have left no room for doubts about the prospects for significant changes in the labor market. Today we regularly record both the emergence of new specialties and changes in qualification requirements for the so-called “traditional” professions. Thus, copywriters and marketers are being replaced by a demand for specialists in artificial intelligence and machine learning.

The World Economic Forum 2023 Future of Jobs report stated, that the past three years have been shaped by a challenging combination of health, economic and geopolitical volatility combined with growing social and environmental pressures. These accelerating transformations have and continue to reconfigure the world’s labour markets and shape the demand for jobs and skills of tomorrow. Thus, the ten most in-demand and highly paid jobs today did not exist ten years ago.

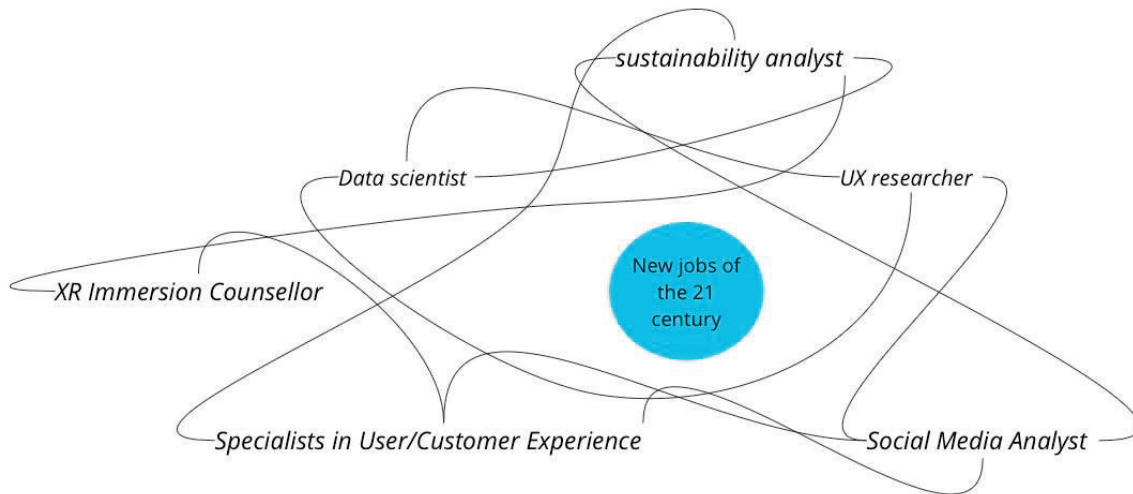


Figure 2: In-demand jobs of the 21st century.

In May 2023 the Future of Jobs report was released, based on a unique survey data set of the world's largest employers' expectations for labor market trends from 2023 to 2027. The report presents information that were collected by the World Economic Forum 2023 (Future of Jobs Report , 2023). The document states that technology adoption will remain a key driver of business transformation over the next five years. More than 85% of respondents noted the prospects for greater adoption of new advanced technologies that will lead to transformation in their organizations. As a result, the nature of key professional skills will change. According to the report, the top three places will be occupied by creative thinking, analytical thinking and technological literacy. This kind of situation leads to increased qualification requirements for labor market participants, which, in turn, dictates the need to change educational approaches.

3. Transdisciplinarity in HR Trends and Educational Challenges

How does education respond to emerging challenges? The uniqueness of the current situation lies in the fact that educational functions are often taken over by employers

who are forced to regularly improve the skills of employees in order to meet the requirements of the time, while universities often implement outdated programs that do not always meet the challenges of time.

Training highly qualified personnel in any field involves the development of information competencies and skills in using technologies for processing large volumes of data. If traditionally the task of education involved the transfer of knowledge, today it is important to teach adaptation skills to solve the problems of a dynamically changing world, characterized by its unpredictability.

During the session “Artificial Intelligence in Higher Education: Breakthrough or Degradation?”, held in World Economic Forum 2023 this year it was repeatedly discussed that it is necessary to improve the qualifications of teachers in the field of using information technology. However, the practical implementation of this task is not always easy to achieve. Firstly, the reasons may largely be psychological in nature - it is difficult to abandon methods that have proven their effectiveness for decades and which historically go back to one or another scientific school.

The obvious importance of transdisciplinarity in today's labour market is not always reflected in reality. This is largely due to the unwillingness to change, which in many respects goes back to the field of psychology. In this context, Kurt Lewin's theory of change should be considered, which confirms that there is always a balance in life, which in relation to life changes manifests itself in the following: there is a certain driving force that gives changes and changes in people's lives for the better, and the same resistance force, which opposes it and wants to keep the usual order, to leave everything (Lewin, 1947).

4. Technologies change HR Trends: GPT Chat

In recent years, the HR has seen significant changes in technology that have changed the way business works and processes. One such innovation that stands

out is the development of GPT chat, a powerful language model that has revolutionized HR trends. Powered by artificial intelligence, GPT chat has become a game-changer in the HR industry, improving employee engagement and overall HR management.

GPT Chat has revolutionized HR trends by simplifying the recruitment process. With natural language processing capabilities, GPT chat can interact with candidates, conduct initial screenings, and answer frequently asked questions. This technology allows HR professionals to save time and resources, allowing them to focus on more important tasks such as assessing candidate cultural fit and conducting interviews.

The implementation of GPT chat in the HR department has significantly improved the candidate experience. Through conversational interfaces, GPT chat can provide personalized responses, respond quickly to queries, and guide candidates throughout the application process. By offering a convenient and engaging experience, GPT Chat allows candidates to feel valued and supported, leading to increased satisfaction and a positive employer brand image.

Employee engagement is essential to employee productivity and job satisfaction. GPT chat provides constant communication and feedback between employees and HR. It can provide quick access to information about benefits, career development, and internal policies. Moreover, GPT chat can collect feedback, conduct surveys and analyze employee sentiment, allowing HR professionals to make decisions and implement changes in the organizational structure based on the received data and solve problems effectively.

GPT chat has changed the HR trends by promoting effective HR management. It can help employees manage leave requests, access information about company policies and procedures, and even provide support for basic HR requests. By automating these processes, GPT chat allows HR staff to focus on strategic

initiatives such as talent development and organizational planning, resulting in improved overall HR management.

GPT chat has undoubtedly revolutionized HR trends by leveraging the power of artificial intelligence and natural language processing. GPT chat technology offers many benefits to HR professionals and organizations in general, from streamlining hiring processes to increasing employee engagement and improving people management. As this technology continues to evolve, we can expect further advancements in HR practices, ultimately leading to a more efficient and engaged workforce.

Now many researches and the media are actively writing that the GPT chat will completely replace many professions, but in reality, it will only remove part of the work that a specialist had to do manually. Let's consider the integration of artificial intelligence into the work of a marketer as a case-study.

5. GPT Chat in Marketing: a Case Study

Marketing has seen a paradigm shift in recent years thanks to advances in artificial intelligence and natural language processing technologies. These AI-powered models such as GPT chat have gained significant attention due to their potential to revolutionize various aspects of marketing.

To explore the prevalence of GPT chat in marketing practice, a comprehensive survey was conducted among a diverse group of marketers. The sample size included professionals from a variety of industries, including digital marketing agencies, e-commerce firms, and advertising companies. Participants were asked to provide information on their adoption of GPT chat models, frequency of use, specific applications, and overall satisfaction levels. In addition, case studies and industry reports were analyzed to complement the survey results.

The survey results showed that a significant portion of marketers use GPT chat models in their daily work. Approximately 62% of respondents reported using GPT chat regularly, with 35% using it daily. 17 % said they occasionally use GPT chat for specific marketing needs. Such tasks primarily included content creation, social media engagement, customer support, and lead generation. The rest of the respondents do not use this solution at all. Of course, this statistic is largely due to factors such as digital literacy, age, desire (reluctance) to use this tool in professional activities.

Additionally, the survey found that marketers value the versatility and adaptability of GPT chat. The ability to create compelling content, respond to customer inquiries, and help generate leads were cited as the most valuable features. Marketers have expressed satisfaction with the conversational capabilities of GPT chat models, especially when handling routine interactions, thereby freeing up human resources for more complex tasks.

The widespread adoption of GPT chat models among marketers can be attributed to several factors. First, GPT chat provides marketers with a scalable content creation solution, allowing them to create compelling content more efficiently. Additionally, GPT chat's ability to mimic human interaction gives marketers the opportunity to increase customer engagement and satisfaction through personalized responses.

GPT chat models make lead generation efforts easier by automating initial interactions, qualifying leads, and nurturing leads through personalized conversations. Streamlining the customer acquisition process in this way not only saves time, but also allows marketers to focus on building deeper connections with potential customers.

In our survey, respondents mentioned the great functionality of tasks that artificial intelligence took on, below are the most common ones. *Data analysis and analytical information:* AI algorithms can analyze large amounts of data,

extract patterns and generate actionable insights, helping marketers make informed decisions and improve targeting strategies. *Segmentation and targeting of clients*: Artificial intelligence can segment customers based on various demographic, behavioral and psychographic factors, allowing marketers to create more personalized and targeted campaigns. *Predictive analytics*: Using AI-powered predictive models, marketers can predict customer behavior, identify potential customers, and optimize marketing efforts for better results. *Targeting and optimization of advertising*: AI algorithms can analyze data and user behavior to optimize ad targeting, ensuring that ads are shown to the most relevant audiences to improve conversion rates and ROI. *Natural language processing (NLP)*: NLP algorithms allow marketers to analyze sentiment, understand customer feedback, and monitor social media conversations, helping them measure brand perception and make data-driven decisions. *Marketing automation*: AI-powered tools can automate routine tasks such as email campaigns, lead scoring, and social media scheduling, freeing up marketers' time to focus on strategic planning and creativity. *Competitive analysis*: Artificial intelligence can monitor competitor activity, monitor market trends, and identify emerging opportunities, giving marketers the ability to stay ahead of the competition and adapt their strategies accordingly. *Recommendation mechanisms*: AI algorithms can analyze customer preferences, purchase history and browsing behavior to provide personalized product recommendations, increasing cross-selling and up-selling opportunities.

As such, we are seeing marketers increasingly leveraging the power of GPT chat models for content creation, customer support, social media engagement, and lead generation. These AI-powered tools offer marketers the ability to increase efficiency, improve customer experience, and drive business growth. As technology continues to evolve, it is critical for marketers to explore and leverage the power of GPT chat models to remain competitive in an ever-changing environment.

The use of GPT chat and its analogues today is one of the most important trends in the labor market. And in this regard, transdisciplinarity finds new horizons of its manifestation - both at the level of interhuman partnership and human-robot communication.

6. Conclusions

One of the key trends today is readiness for transdisciplinary activity. To do this, you need to develop a multifaceted vision of the task and a willingness to work in partnership with representatives of completely different specialties. This kind of approach should become one of the mandatory competencies, acquired in the educational process and actively developed in professional activities.

The transdisciplinary approach is of great importance in the context of ensuring sustainable development, which is one of the global priorities today. Progress in this area is urgently needed and can be realized through an approach which is comprehensive and integrative, directing attention to both the means and ends of transdisciplinary partnerships for sustainability (Plammer, Blythe, Gurney, & et all, 2022).

The transition from fragmentation to synergy in HR practices is necessary for organizations to effectively solve complex problems. By embracing transdisciplinarity, HR professionals can leverage the collective wisdom of different disciplines to foster innovation, enhance problem-solving capabilities, and ensure organizational success. The future of HR lies in transcending traditional boundaries and harnessing the synergies created by collaboration and integration across disciplines.

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