Welcome to Workshop 2 - Synthesis

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Agenda

- Intro
- Exercise 1
  - Small groups: synthesize information about a known area (interest, hobby, …)
  - Large group: Share reflections and questions
- Exercise 2
  - Small groups: synthesize information from 3 excerpts
  - Large group: Share reflections and questions
- Exercise 3
  - Small groups: start working on Assignment 2
    - Select articles
    - Identify key concepts
    - Identify themes

Synthesis

Synthesis of information

✿   https://www.youtube.com/watch?v=7dEGoJdb6O0

Synthesis for literature reviews

✿   https://www.youtube.com/watch?v=eVt2mMG_gwE

Anyone to share notes or thoughts?

Last time's Break-out session #3

- Get in your groups and discuss what is synthesis
- Identify some examples from your day-to-day life
- Identify practical examples from your studies
- Identify examples from theories/subjects you read
- Take notes to use in the next workshop

Synthesis

Synthesis
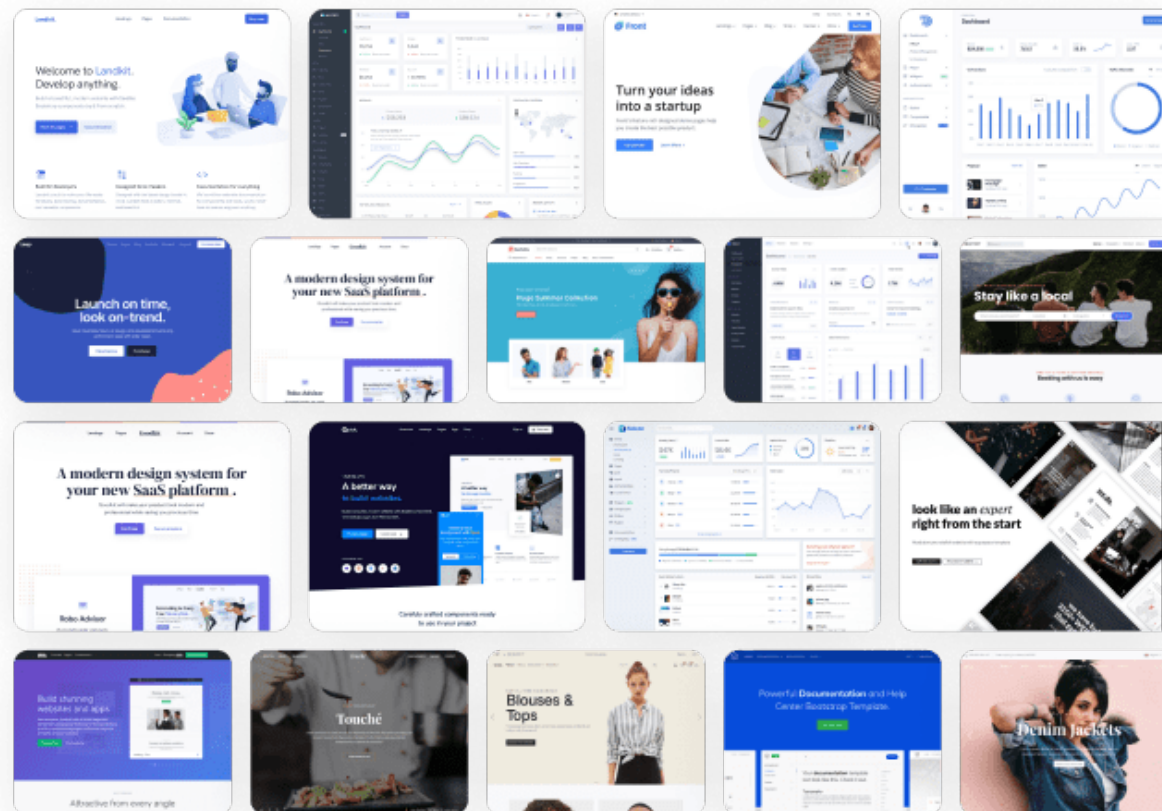
Exercise 1: Small groups

This is to practice the identification of ways to structure and order information

- Select a topic of your choice that you are somewhat familiar with (e.g. dogs, music, art, software, cars, football etc…)
- Identify what information about the topic you wish to convey
- Select suitable themes that helps you structure the information
  - You don't need to complete the information around each theme
- Imagine that you were to build a website about your topic, and the themes would be pages/headings that structure your information.

Large group: Reflections

- How was it?
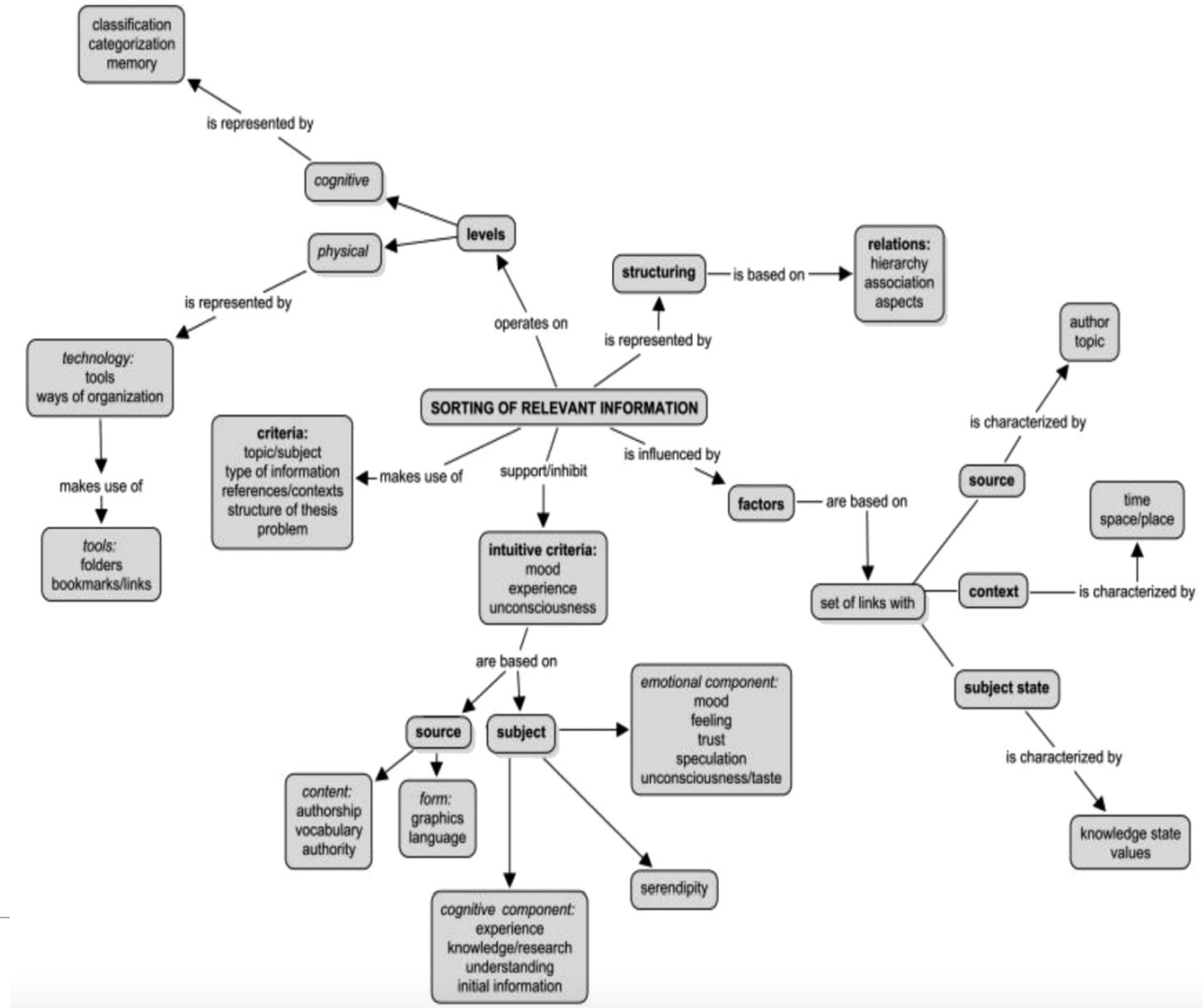- Anything that was difficult or challenging?
- Any questions?
- Any reflections?

Exercise 2: Small groups

Synthesize information from 3 excerpts

✩ Read the excerpts

✩ Identify common information across the excerpts

  ✩ Key words

  ✩ Relationships between words

✩ Create a mind map of the identified information that helps you structure the information

Mind maps

Exercise 2, excerpt #1

During the pandemic, consumers have moved dramatically toward online channels, and companies and industries have responded in turn. The survey results confirm the rapid shift toward interacting with customers through digital channels. They also show that rates of adoption are years ahead of where they were when previous surveys were conducted—and even more in developed Asia than in other regions (Exhibit 1). Respondents are three times likelier now than before the crisis to say that at least 80 percent of their customer interactions are digital in nature.

Perhaps more surprising is the speedup in creating digital or digitally enhanced offerings. Across regions, the results suggest a seven-year increase, on average, in the rate at which companies are developing these products and services. Once again, the leap is even greater—ten years—in developed Asia (Exhibit 2). Respondents also report a similar mix of types of digital products in their portfolios before and during the pandemic. This finding suggests that during the crisis, companies have probably refocused their offerings rather than made huge leaps in product development in the span of a few months.

Exercise 2, excerpt #2

Recently, manufacturing and industrial businesses have been largely focused on managing the disruption to supply chains associated with Brexit and Covid-19. The delays to shipments caused by a spike in demand following lock down and Brexit-related stockpiling has already proved so disruptive that Honda was forced to shut down production for a few days in December. In the months and years ahead, businesses will be looking at how to make their supply chains more resilient. As they do so, the environment in which they operate will continue to change dramatically.

According to recent Accenture research, the U.K. currently only makes 62 percent of goods when measured by value—less than any other comparable European nation. The pandemic and Brexit are set to change this as businesses are increasingly looking at bringing manufacturing back onshore; a move that could be worth up to £4.8 billion in additional goods for U.K. factories in the year ahead— around the same amount as the U.K.'s total current manufacturing output. Growth on this scale would be welcome news for the exchequer and it will help offset possible declines in service sectors, which were not part of the end of year Brexit deal.

Exercise 2, excerpt #3

Like agility, digital transformation is one of those overused terms that mean different things to different people and are at risk of becoming meaningless. That is rather unfortunate, since, like agility, digital transformation is a fundamentally important concept that is critical for continuing success in today's dynamic business environments. For that reason, please allow me to indulge in a little conceptual clarification.

The need for digital transformation is driven by increasing competitive pressures due to the accelerated emergence and proliferation of new digital technologies. While digital technologies may help you create new value, reduce risk, and optimize operations, they also increase the threat of new competitors (by lowering the barriers to entry) and substitute products or services. At the same time, technology-savvy customers are changing their expectations and behaviors. No industry is seemingly immune, as evidenced by the disruption to the hotel industry caused by Airbnb and the disruption to the financial services industry caused by various buy-now, pay-later platforms, just to name a few.

Large group: Reflections

- ✧ How was it?
- ✧ Anything that was difficult or challenging?
- ✧ Any questions?
- ✧ Any reflections?

Exercise 3: Small groups

Start working on Assignment 2

- Select articles

- Identify key concepts

- Identify themes

Assignment 2: Synthesize a set of theories

The assignment is compulsory and shall be conducted in groups of 3-4 people.

From the articles we have gone through, identify concepts that are similar to each other and design a synthesis where you can group two or more concepts into a common aspect/theme. Define the concepts from the different sources and describe how they are similar to each other. Aim for two-three different aspects/themes, where each aspect/theme makes for one section. Each aspect/theme can include several concepts.

Design an informative heading for each aspect/theme that captures the content and meaning of that section.

To support further learning and reflections, as well as to support the individual meta-cognitive competencies such as self-reflection and self-evaluation, we apply peer reviewing between groups. Find a fellow group to work together with and exchange your assignments to conduct peer reviewing for each other.

Max length: 2 pages, include at least 4 references from required reading.

Deadline: 5/10 – submission via Canvas. Both your own text and the received peer review are requested as hand-ins of the assignments. Please include names of the reviewers.