



Business *unusual*

at The American College of Greece

Jobs Digital Skills Jobs in Social Media

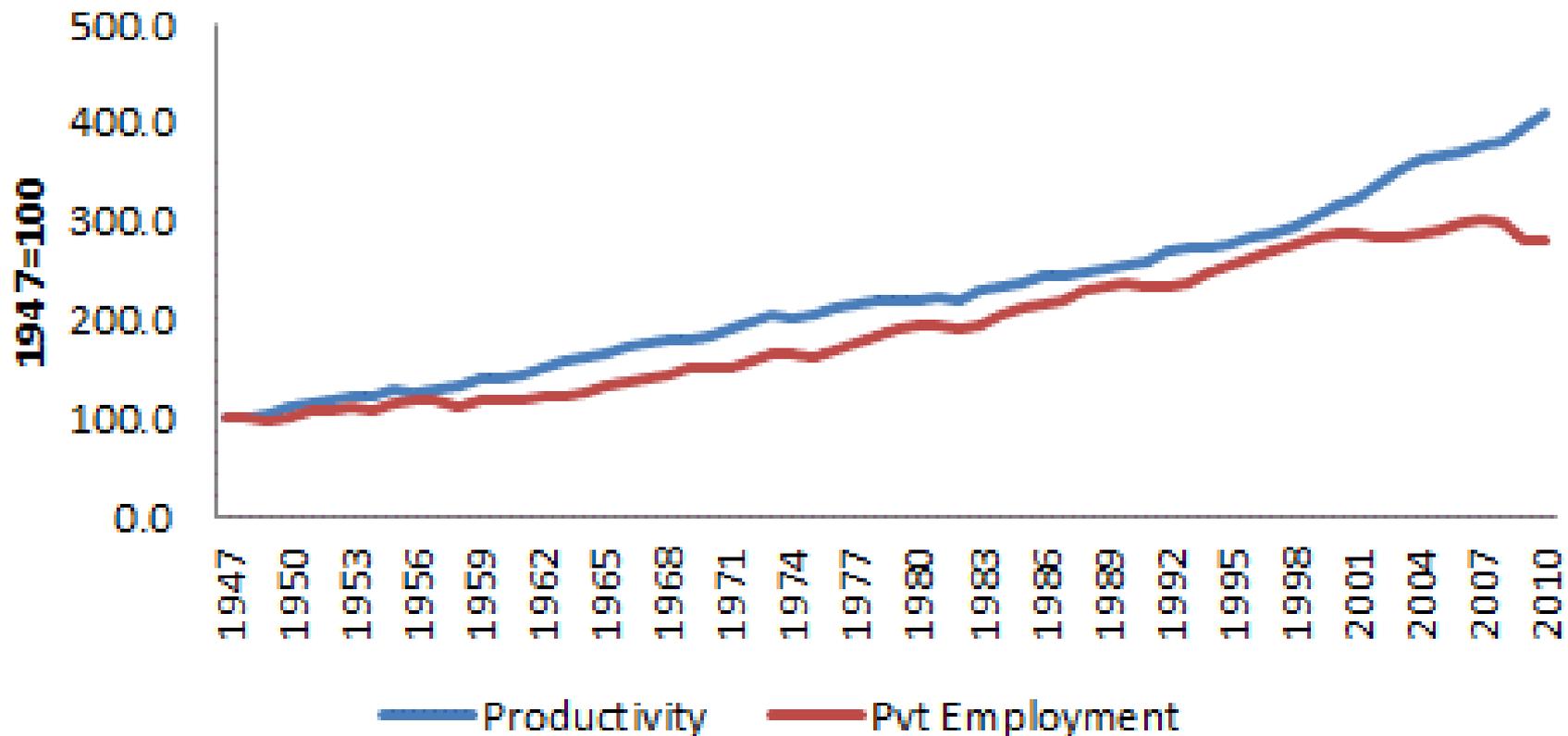
Nikolaos A. Mylonopoulos

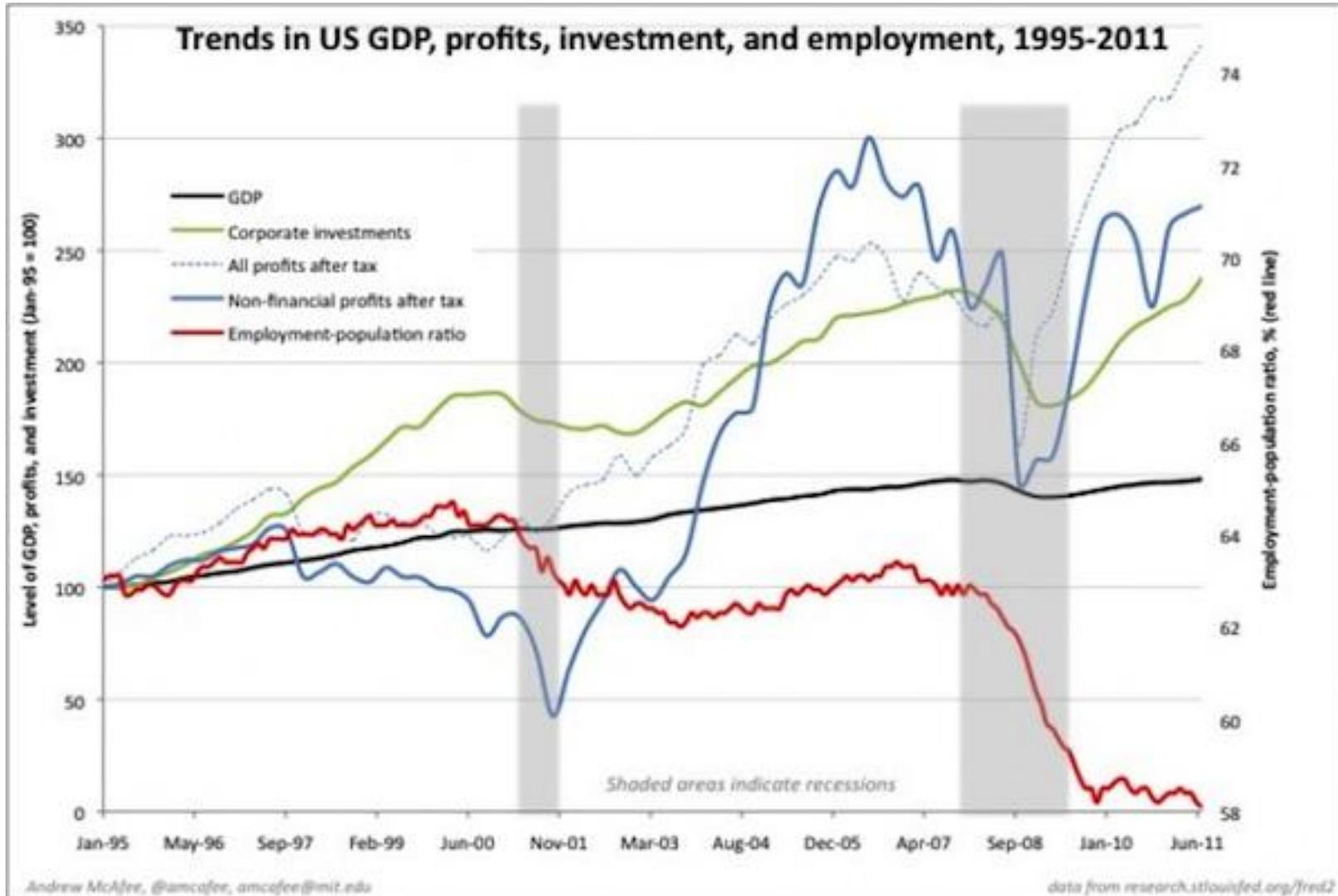
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Productivity and Employment, 1947-2010...What Happened?!?





Technology and Employment





From the 20th to the 21st



- Founded in 1880
- 2013: Bankrupt
- Top value: \$30bn in 1997
- Employees: 145,300
- Value/employee: \$207k
- Indirect employment: ∞



- Founded in 2010
- 2013 Acquired by fb
- Valuation: \$1bn
- Employees: 15
- Value/employee: \$66m
- Indirect employment: ?

Which one?



So...

- The tipping point of **exponential tech evolution**
- The economics of **digitization of everything**
- **Recombinant innovation** on a global scale
- Generate not only sustained **productivity** and **GDP** growth but also even greater **consumer surplus**.



Race *with* the machine

- To save the ice man's job, would you rather have an ice fridge?
- Technology creates more jobs in the medium term than it destroys in the short term
- High-level complementary jobs
- Lower level crafts



Today's state of the art will soon be obsolete



What computers can't do

- Skill acquisition and transition ***agility***

- Take all the MOOCs that you can

- Keep returning to school

- ***Never say never***



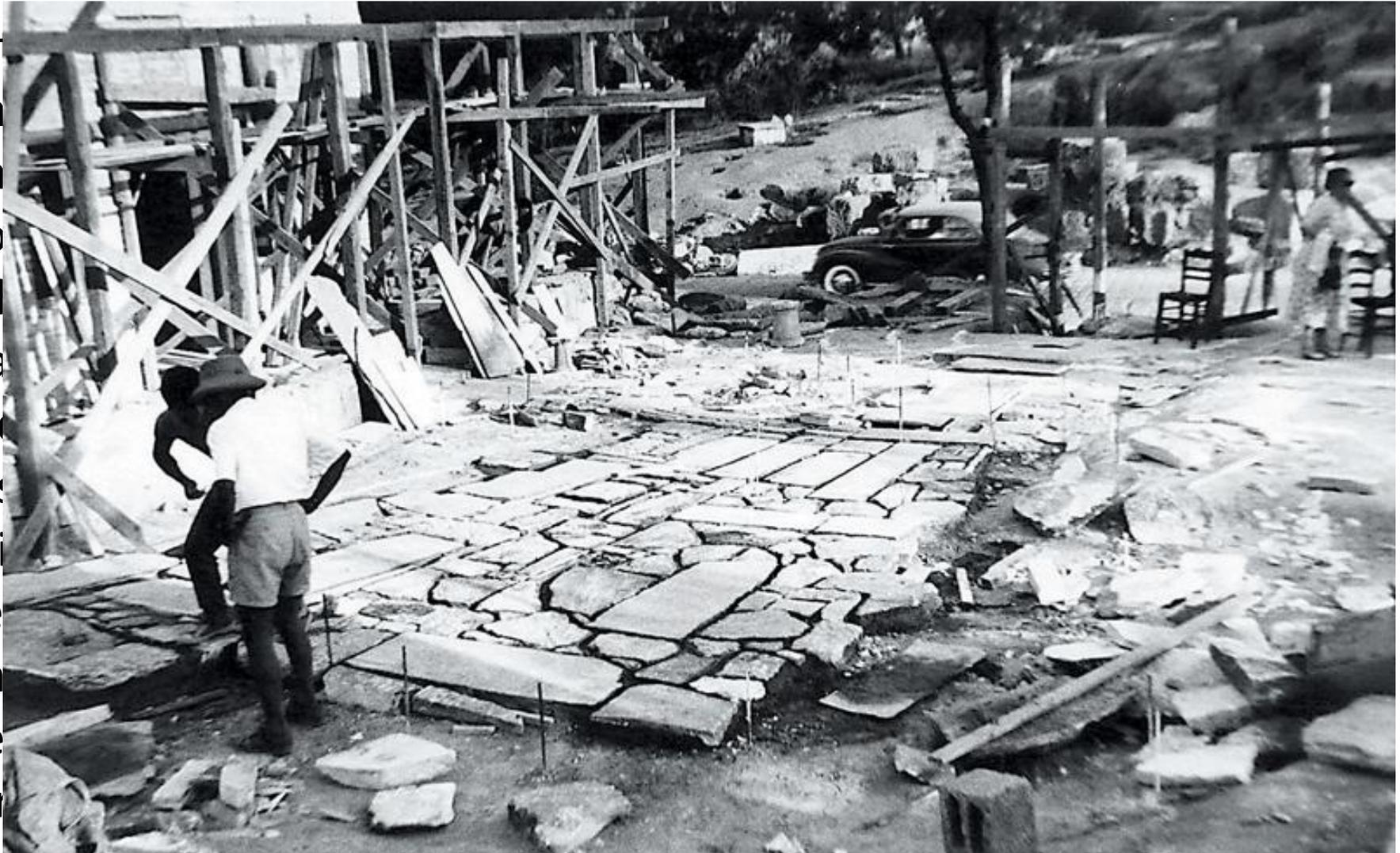
Man is the measure of all things

Protagoras



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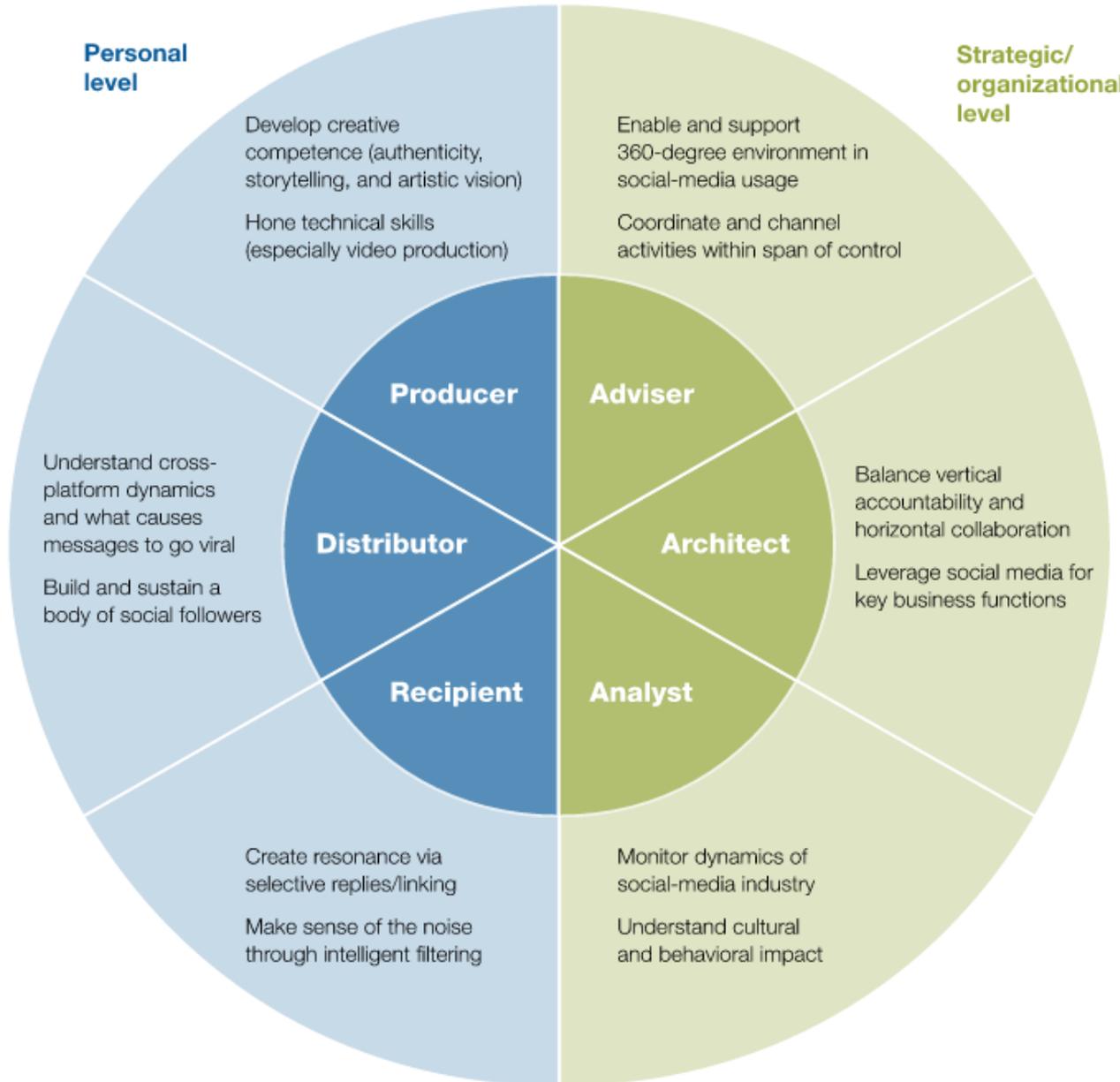


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Leadership Skills for Social Media



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Organizationally, where do Social Media Belong?

- Marketing
- Communications/PR
- Commercial
- Operations
- HR
- IT
- ...?

Ownership, Goals, Audiences

| Ownership | Goals | Audiences |
|-------------------|--|--|
| Marketing | Brand building, Lead generation, competitor intel. | Target market segments |
| Communications/PR | Corporate Reputation, Crisis Management | General Public |
| Commercial | Customer relationships, trust, loyalty, competitor intel. | Customers |
| Operations | Customer service, logistics, support. Multi-channel integration, harmonization | Customers, prospects |
| HR | Employee engagement, collaboration, knowledge sharing, innovation | Employees and partners |
| IT | Integration (CRM, content, documents, back-end data), Business Analytics | Internal and external social media users |
| Legal | Anticipate and protect from liabilities | Internal and external social media users |

Social Media Capabilities

Individual

- Intercultural skills
- Communication
 - Storytelling
- Analytical/Quants
- Media-specific skills

- Emotional intelligence
 - Teamwork
 - Integrity
- Adaptability
- Tech competence

Organizational

- Cross-functional ownership of social media goals
- Clear responsibilities
 - Policies

- Collaboration
- Coordination
- Knowledge sharing
- Tech Infrastructure

Specialist

Generalist

Digital Skills Gap

According to the European Commission, at least **90%** of jobs will soon require some level of digital skill, but more than half of Europe's existing labour force is deficient in this area. The Commission projects that up to **900,000 jobs** requiring high levels of digital skills will go unfilled by 2015.

Changes in Wages for Full-Time, Full-Year Male U.S. Workers, 1963-2008

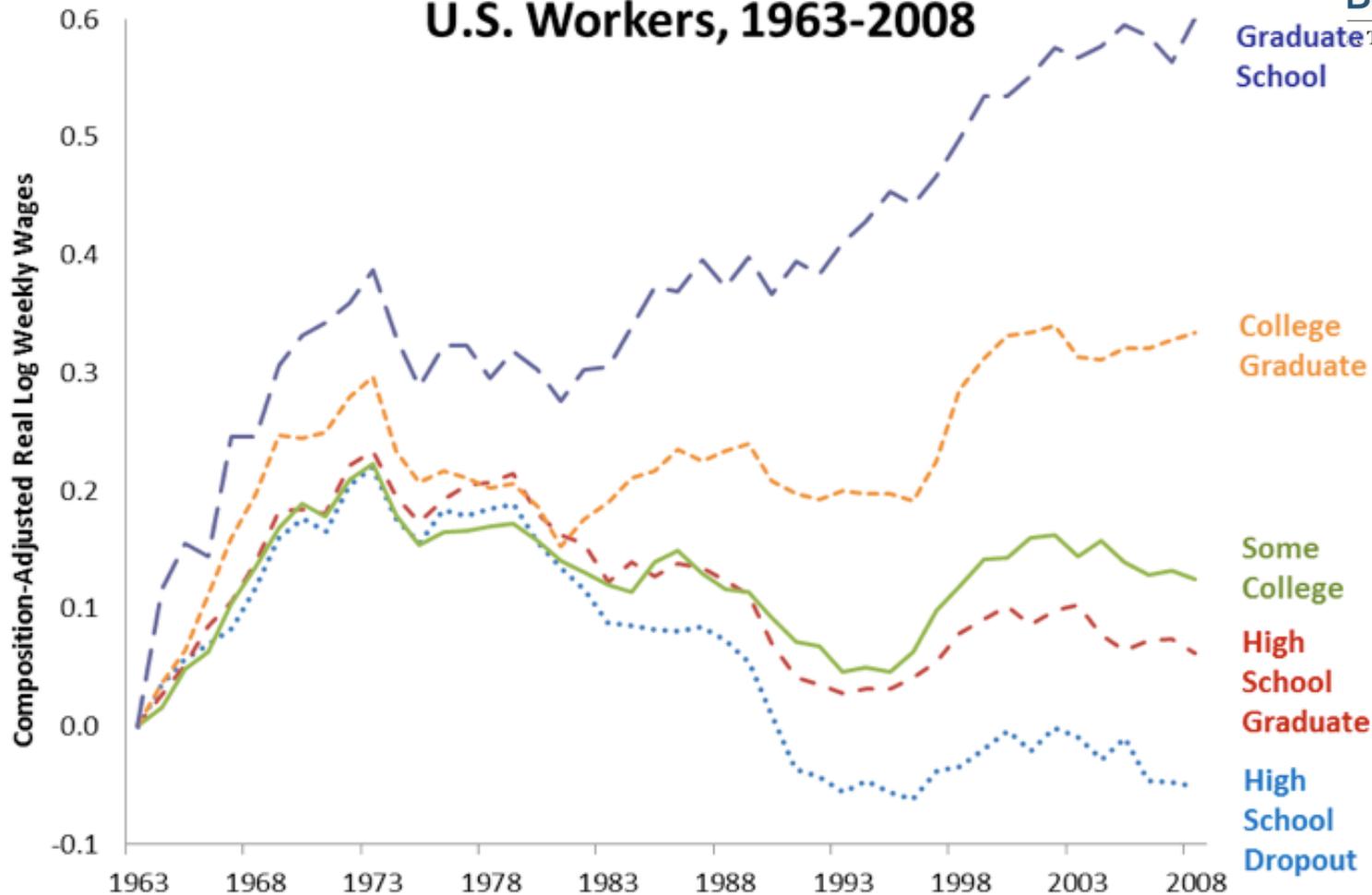


Figure 3.5: Wages have increased for those with the most education, while falling for those with the least. Source: [Acemoglu and Autor](#) analysis of the Current Population Survey for 1963-2008.



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