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*Panel 3.4: New Approaches to Education*

**Impacts of Communication Democratization on Penta-helix Education in the Era of Disruption and Shared-economy**

To facilitate market-demand relevance and cost-effective management for learning organizations, a Penta-Helix 'edupreneurial' mindset for the era of disruptions and shared-economy is needed.

A Knowledge Society & Communication Democratization affected by CSM (Cloud, Social Media and Mobile) technologies and a competitive GloCal (GLObal Vision/Trends, LoCAL Adaptation/Action) market-place require different/new mind-sets, competencies and skills.

A Penta-Helix Education Paradigm is needed to forge collaboration and partnerships among (i) Universities, (ii) Industry/Private Sectors, (iii) Government/Public Sectors, (iv) People/Community-based Initiatives/Inputs through mass and social media-assisted Crowd-Sourcing and (v) Financial Viability & Sustainability efforts through Crowd-Funding, Robinhood financing, Guerilla marketing, etc., employing new communication technologies and networking. Furthermore, deep learning, artificial intelligence and robotics technologies will create employment displacements if anticipatory education and curriculum reforms are not undertaken accordingly.

In today's "Flat World", new competency profiles and learning experiences are needed for human resources of the 2020 decade and beyond, especially for the FANG (Facebook, Amazon, Netflix and Google) Generation whose learning objectives, needs, styles and/or methods/habits are different from previous generations.