Trends & topics in industrial transformation: A web search of “grey” literature

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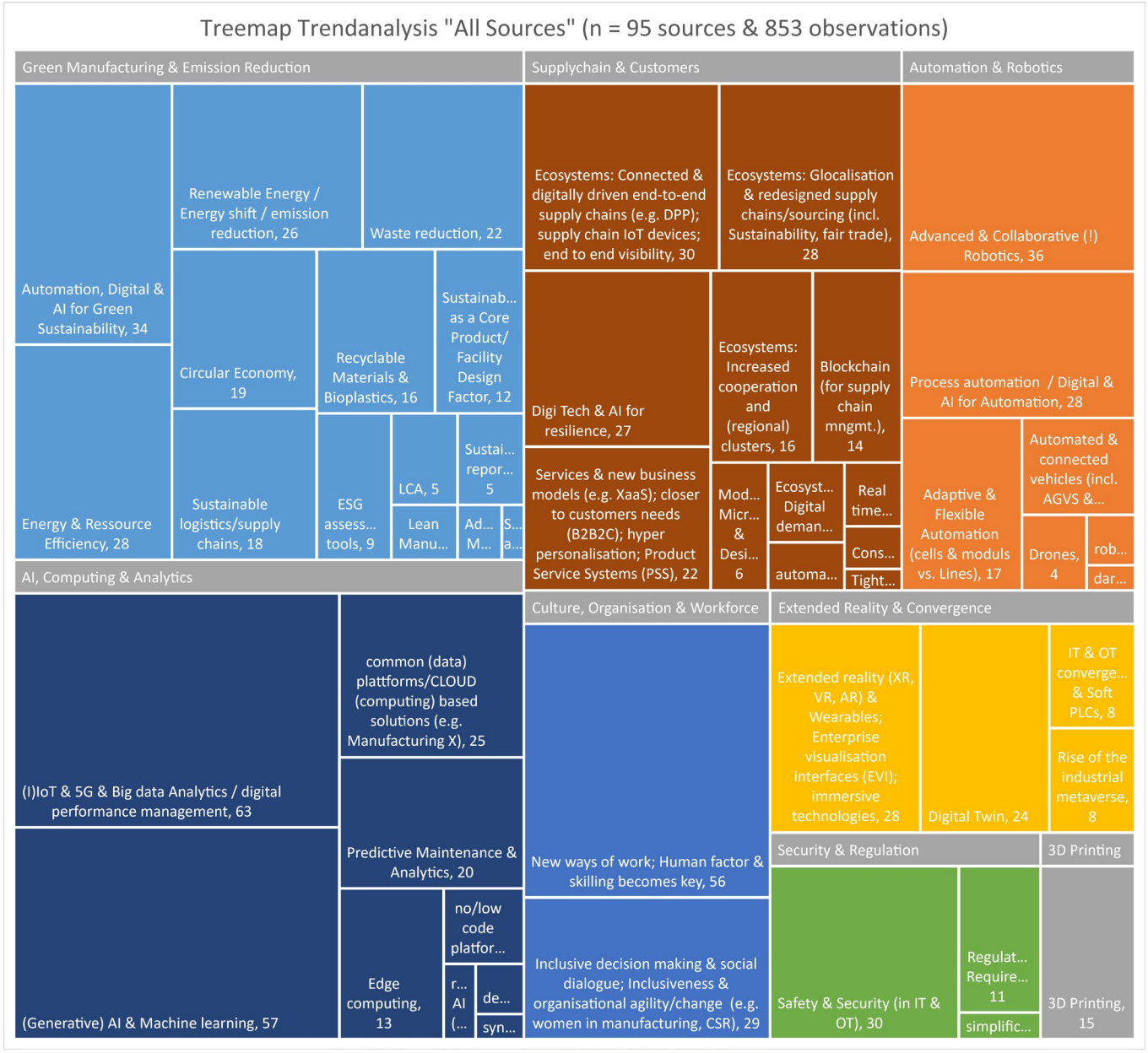
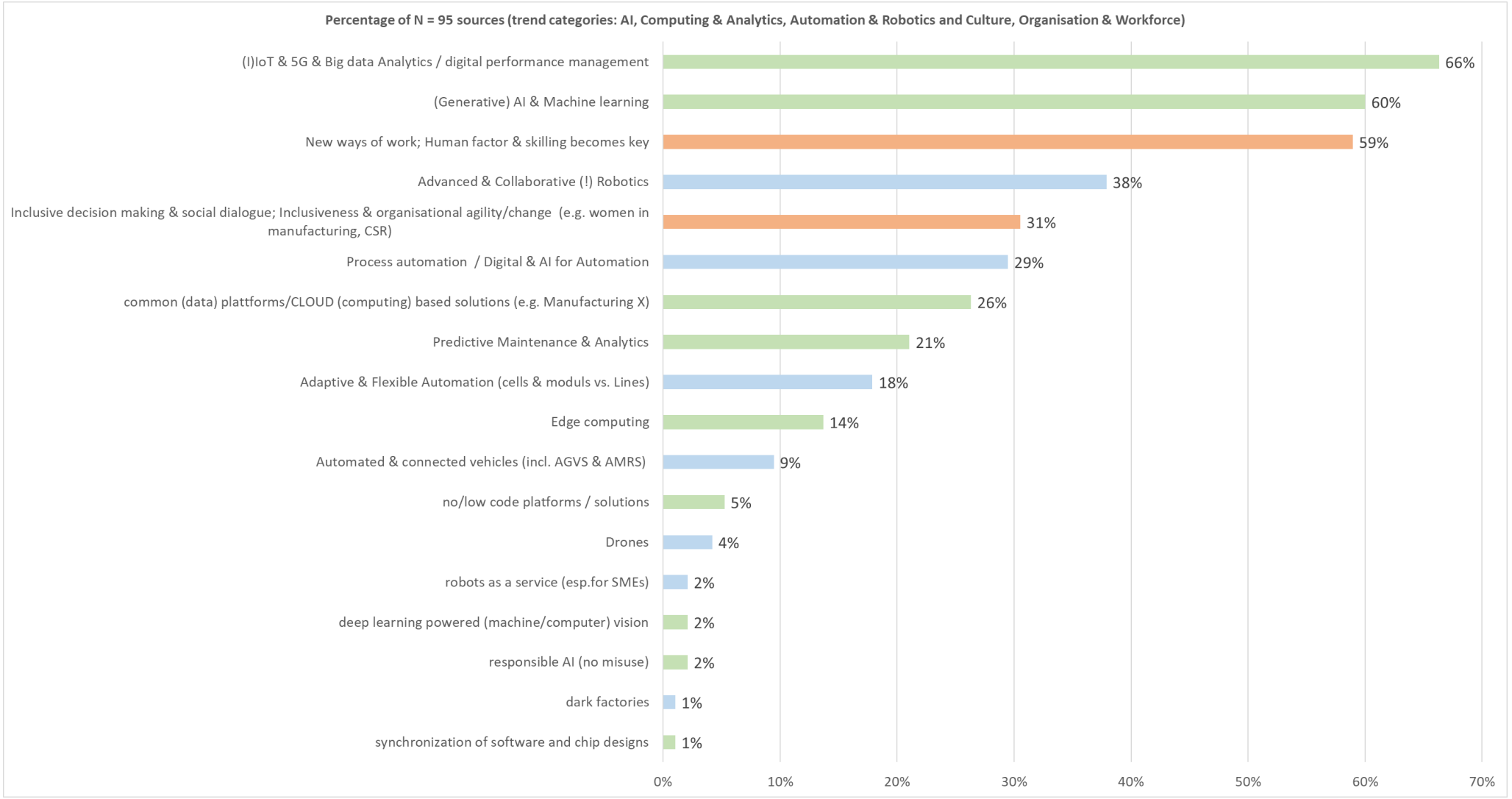
Approach

- Web Search in google "Chrome" in spring/summer 2024: **Step by step approach**
  - First searched with keyword search "Industrial Transformation Trends". Then three in-depth searches with the keywords "Industrial Automation Trends", followed by "Sustainable Manufacturing Trends" and "Resilient Manufacturing Trends".
- The following was a detailed screening and **selection of a total of 95 sources** (129 suggested) that were included in the content analyses. **Criteria for inclusion**: No duplicate, Relevance, clearly recognisable and definable trend or relevant topic/driver, temporal proximity, source with a professional background and relevant in the ecosystem/value creation network.
- Sources were: articles/blogs/studies/surveys/interviews
- Overall, in the 95 sources **853 times a trend/topic was observed** (“observations”)
- **52 trends/topics** were identified and clustered into **8 trend categories** (e.g. “Culture, Organisation & Workforce”, “Automation & Robotics”, “Green Manufacturing & Emission Reduction“ or „AI, Computing & Analytics“)
- The **focus of the analysis** was
  - by different key word searches (search strategies)
  - by sources (how many times a specific topic/trend popped up e.g. in % of overall 95 sources)
  - by observations (how many times a specific trend or trend category was found e.g. in all observations in %)
  - by 4 types of stakeholders: “Business Consultants”, “Think Tanks & Political Forums”, “Technology Providers & ass. Services”, “Media & Social Platforms”

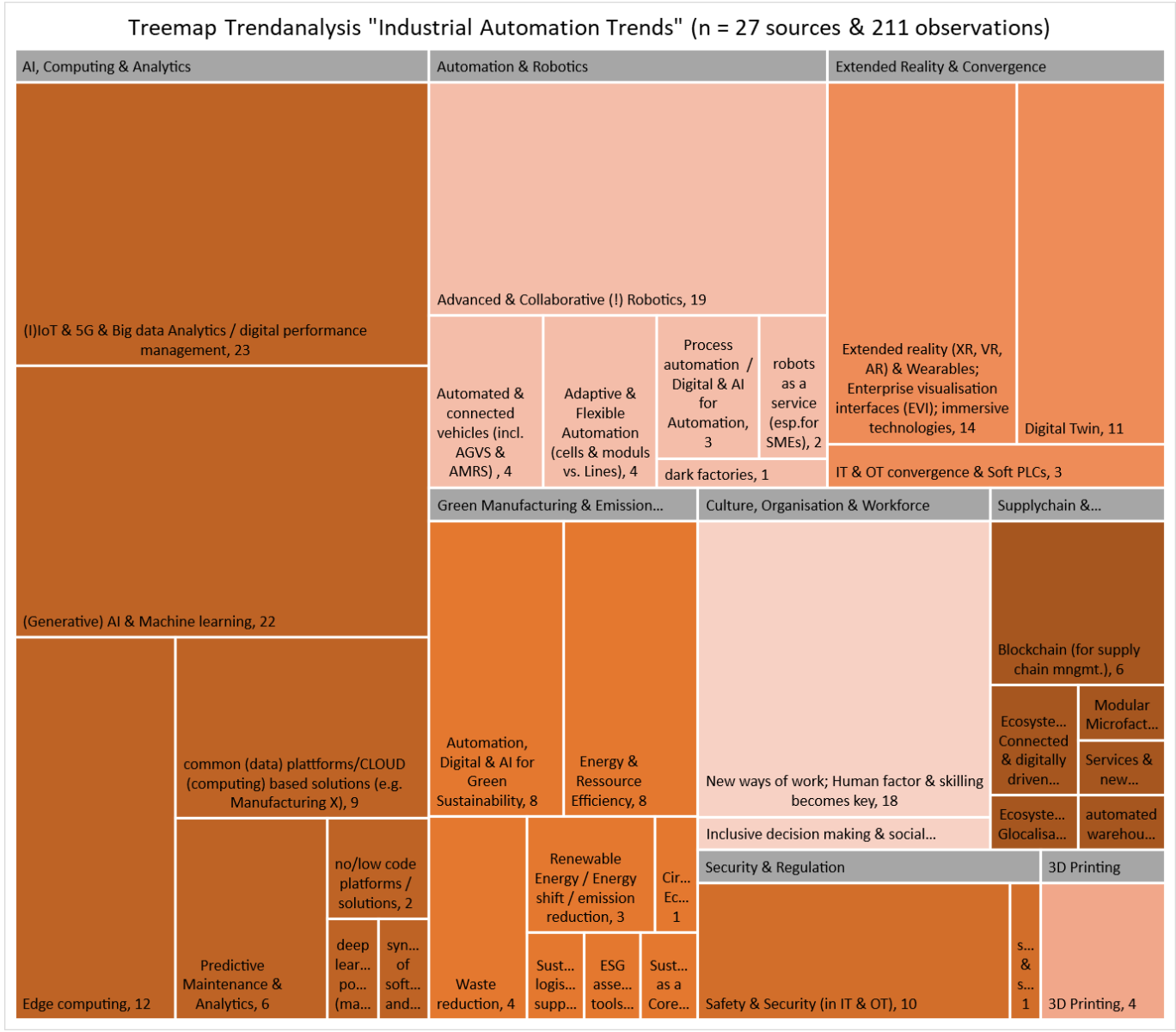
Treemap, trends by sources ALL (all searches included)



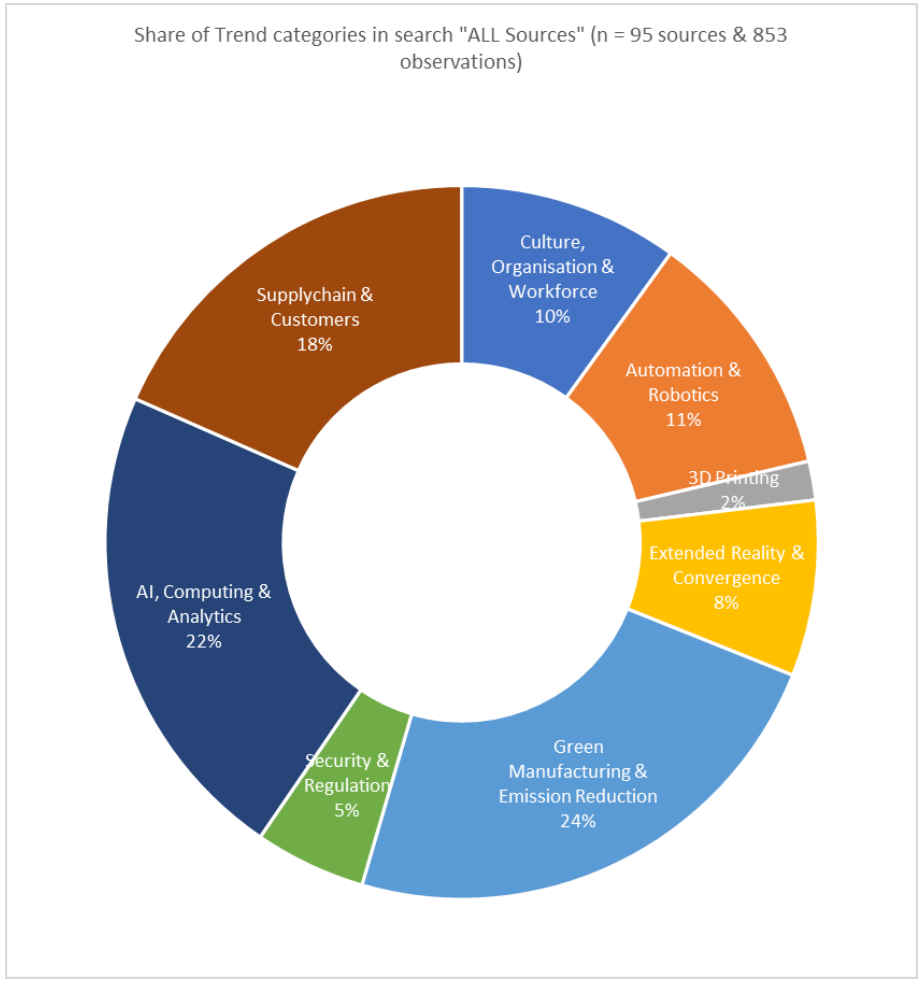
Bar chart, trends by sources ALL (examples of trend categories)

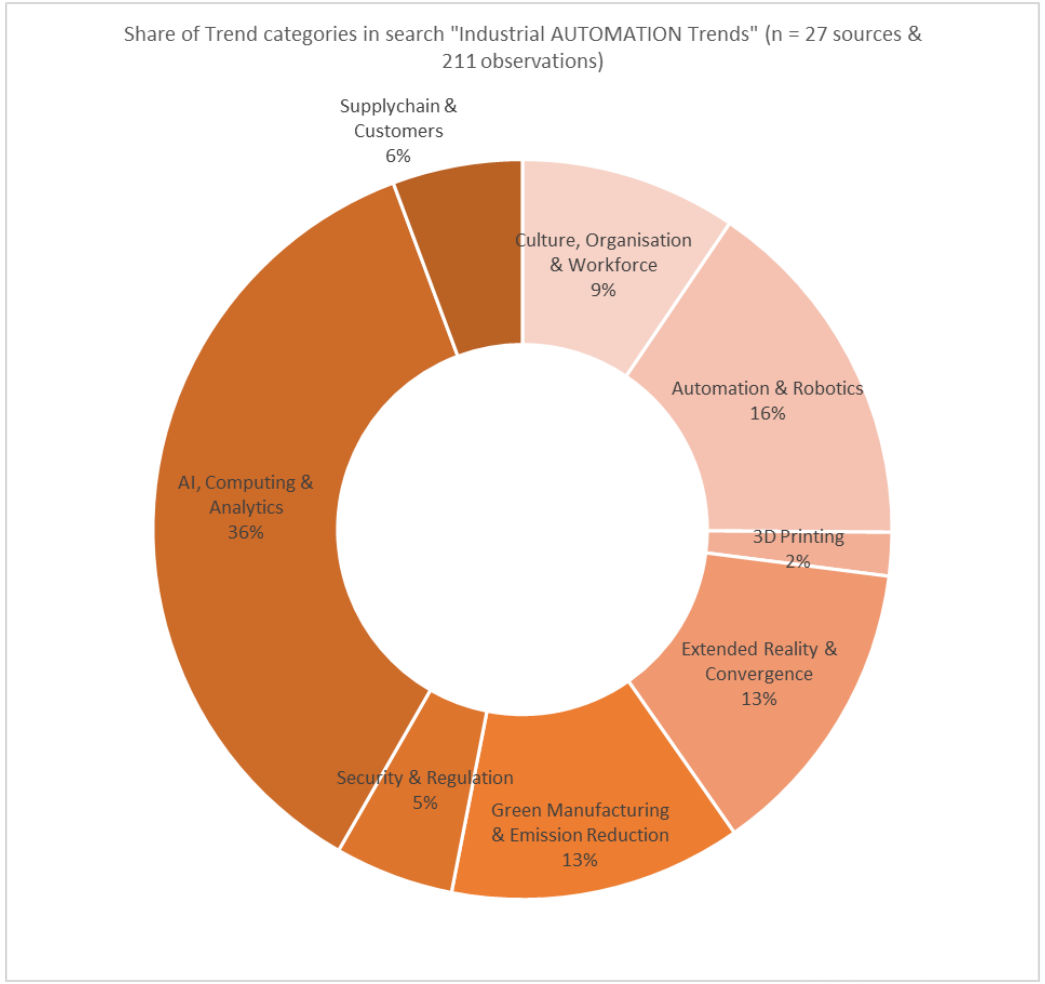


Treemap, by sources "Industrial Automation Trends"

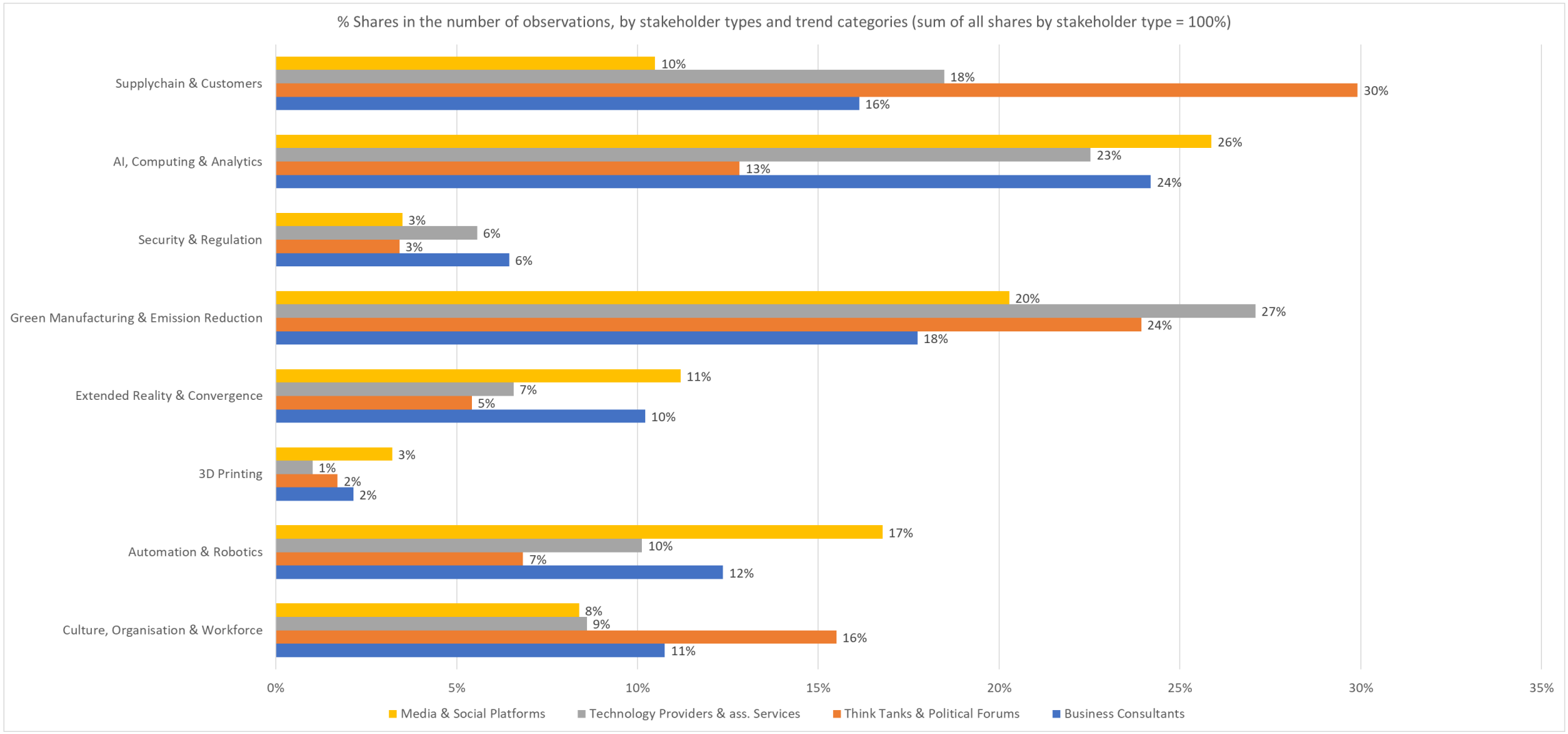


Pie chart, observations by trend categories, searches ALL and "Industrial Automation Trends"

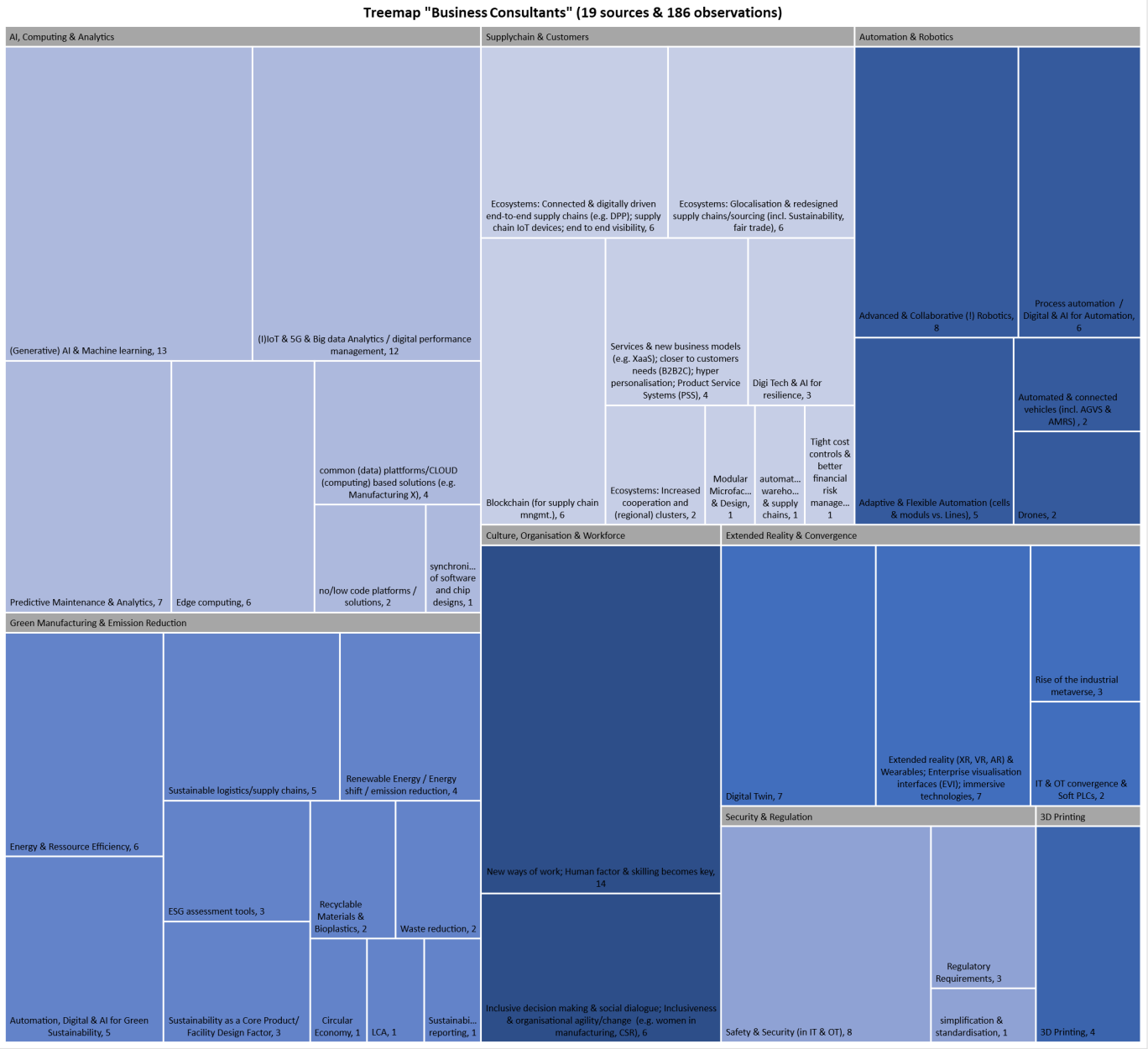




Bar chart, observations by trend categories and stakeholder types



Treemap, trends by sources stakeholder typ "Business consultants" (all searches included)



Thank you

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