Is multilingualism seen as added-value in bibliodiversity?

A literature review focused on business and research contexts.

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English as lingua franca

Research & innovation
- Horizon 2020 EU Framework Research and Innovation Programme and the European Research Area
- 2030 Agenda for Sustainable Development
- Report on the need to integrate Social Sciences and Humanities with Science and Engineering in Horizon 2020
- Digital Single Market Policy – Citizen Science

Business
- Internationalisation
- Labour pooling
- Labour poaching

scarce reference to multilingualism
bibliodiversity

“cultural diversity applied to the world of books”
International Alliance of Independent Publishers (2018)

multilingual publishing

diversity of languages, scientific areas, publication formats, and actors

“protect both national languages and English and to sustain the diversity of academic rhetorical traditions”
Kuteeva and Mauranen, 2014, 3
Research goals

To synthetize evidence in the literature as to:

i. the dynamics of communication and knowledge-sharing within linguistically diverse business and research networks

ii. the role of multilingualism within bibliodiversity in scholarly communication, in order to boost business development
Methodology – integrative literature review (exploratory nature)

**Database:** Google scholar

**Data collection:** 14th January 2019

**Search terms:** bibliodiversity, publishing, research, multilingualism, language diversity, business, knowledge-sharing

**Languages:** English, French, German, Italian, Portuguese, Spanish

**Selection criteria:** scholarly peer-reviewed papers published in open access, between 2018 and 2019

**Corpus:** 119 works → **12 studies**

**Data analysis:** qualitative content analysis of the abstracts, introduction and conclusion sections → *in vivo* categorisation
global Englishisation

- information and knowledge-sharing
- business context
- research context
- unification vs. fragmentation

flexibility

transition between languages, cultures and skills

incorporation of ≠ conceptual frameworks
- content (subject matter),
- communication (language),
- cognition (learning and thinking),
- culture (social awareness of self and ‘otherness’).
linguistic diversity in organizations

identity

inclusiveness

equity

(inter)national recognition

societal relevance

business models

Policies and Bizmodels (OA)

indexation of content

bibliodiversity
Balanced multilingualism

to establish instruments for documenting and measuring the use of language & monitoring further globalization of research in a more responsible, meaningful direction

dynamic approach to bridge the gap and minimise tension between:

- internationalization and excellence
- societal relevance and participation

Siversten (2018)
Balanced multilingualism is a competitive advantage within (research & business) organisations in business-to-business (B2B) contexts in research-business interaction.

- Using foreign languages:
  - is demanding & time consuming
  - implies the transference between different conceptual mindsets

- Combining mother tongue & foreign languages:
  - empowerment factor
  - pivotal commodity
Final considerations

- Balanced multilingualism
- Negotiated co-construction of knowledge
- Bibliodiversity
- Lingua franca vs lingua unica

Global multilingual information sharing
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