

# **Two Faces of Digital Transformation**

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# Two Faces of Digital Transformation: Technological Opportunities versus Social Threats

EDITED BY

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United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Bülent Akkaya and Akif Tabak.  
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**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83753-097-7 (Print)

ISBN: 978-1-83753-096-0 (Online)

ISBN: 978-1-83753-098-4 (Epub)



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INVESTOR IN PEOPLE

*This book is dedicated to two kind-hearted teenagers, İbrahim and Ebahir Akkaya,  
who have always supported me all my life.*

—Bülent Akkaya

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# Preface

The fact is that the rapid pace of penetration of digital technologies into all spheres of life of modern society entails a change in the usual models of the economic and social structure of societies. These changes entail a change in the institutions of power and society, industrial and social culture and communications. Digitalization also affects the person himself, transforming his worldview, changing values, culture of behaviour, ways of socialization and identification. Unfortunately, modern society's understanding of the ongoing global changes associated with the development of digitalization of societies, as well as its various socio-economic consequences and impact on various aspects of human life, lags far behind the pace of changes. Therefore, it makes sense to discuss not only about the digital economy and digital production/service but also about the digital community, where many new social phenomena, new processes and new challenges arise as a result of the use of modern digital technologies. Today, the main factors for the emergence of social problems arising from digital transformation are associated with the fourth industrial revolution.

Nowadays, it is impossible to imagine a business without technology. The fourth industrial revolution has undoubtedly provided many unimaginable conveniences and business opportunities to human life. The world was already moving towards industry 4.0, but the global pandemic of COVID-19 has really rushed things up. In different aspects of life in general and business in particular, optimized computerization, digitalization and artificial intelligence are being used with never-seen-before speed and impact. Most industries are becoming 'smarter' and more tech-driven. New ways of working, such as Agile and DevOps, are introduced, leading to new risks. These risks do not restrict themselves to the technology domain; new challenges arise by teams working together in a distributed manner to deliver high-paced value at a higher pace by reducing the time to market. We see smart cities emerge, and society is taking a more holistic view of the regulation of such high-tech developments. For policymakers and business leaders, technology is no longer a domain that is shrouded in mystery; instead, it is an essential business discipline that is here to stay.

Didn't this revolution have any social and behavioural threats?

Does a worldwide dilemma arise for social threats due to digital transformation? To answer those questions, the book aims to examine the opportunities created by the fourth industrial revolution as well as the threats it poses from a social/managerial/behavioural perspective. Most organizations already probe for new opportunities and threats on a periodic base. We need strategy that

is context-aware and malleable, with a strong focus on a bigger vision or mission. Therefore, besides taking advantage of the opportunities created by the fourth industrial revolution, we must also consider the social threats it poses.

In conclusion, this book is a scholarly referenced work of original and previously unpublished research manuscripts that provide cutting-edge, multidisciplinary research and expert insights on the use of digital transformation in business settings and the social threats that it brings. The book will go over the hidden risks to society that have arisen as a result of the digital transformation's expansion. The book discusses the major issues that digitization may bring about in terms of social life threats. Among these threats is the possibility that as the world continues to undergo a digital revolution, more and more social threats will emerge. It is possible that future workers/employees/gen Z discharged as a result of digitization may become not merely jobless but also inoperable.

The editors have put together a list of digital transformation opportunities versus social threats occurring in today's hyper-dynamic business environment. The book, through a series of carefully researched chapters, not only explains how Industry 4.0 arrived in its conclusions but also suggests that the right approach to the ongoing development of the business environment is to welcome Society 5.0.

# Acknowledgements

I would like to express my gratitude to Emerald Publishing and its publishing team for all their help and support.

I would also like to thank all the contributing authors and reviewers for their time and effort.

My gratitude also goes to my family for their encouragement and support.

Special thanks to Mr Mike Hill for cover design and Ms Fiona Allison, Ms Kruthika Andaman, Ms Lydia Cutmore, Mr David Jak Mulvaney and Ms Mahboubeh Kadkhodaeishahijan for helping with the process.

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