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FOREWORD

The digital transformation in the recent years impacts many areas, from economics to society. Despite the new opportunities arising today, when half of the world's population is connected to the Internet, less and less people believe that technology will make their lives better¹.

“Over half of the global population is connected to the internet and has growing access to the sum total of human knowledge at their fingertips. The internet will increasingly bring about ever more transformational changes for human civilization. However, some of these changes will also bring unpredictable costs. We are just now beginning to better understand this ‘Faustian bargain’ ” says Al Gore, co-founder and chairman of Generation Investment Management.

Using digital technologies wisely and responsibly can make the difference and limit the tangent negative aspects. The collective use of knowledge generated via digitalization should bring benefits to all and build a more inclusive society. This is a global goal but achieving such an ideal situation is far more difficult than it seems. It is about trust of sharing knowledge, about ethical behavior that is using new digital technologies and, moreover, about the need of a socially responsible behavior of all those involved.

Today, digital technologies advance rapidly also thanks to the shared and collectively reused wisdom. Every time we sign in, log on or connect a person or a device to the digital world, we directly contribute to the growth of the next great technological revolution.

Similarly, it is about the capacity to adjust yourself or your organization to the new flow of digital opportunities, when some are reluctant due to lack of trust. Most of the present successful digital businesses were affected by consumers' lack of trust when they were launched. Huge efforts have been made to increase security, data protection and intimacy protection, but there is still ethical slippage.

Responsible people, governments, organizations must join their efforts to maximize the benefits of digitalization to create an inclusive economy, close the inequality gap and improve

¹ World Economic Forum – Our Shared Digital Future: Building an Inclusive, Trustworthy and Sustainable Digital Society, p.3



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income distribution at the global level. CEOs must take responsibility for the massive transformation of their businesses and for the extraordinary impact that this change will have on the society at a larger scale.

Education plays an interesting role in shaping the future behavior of business people. Solid knowledge acquired during the years of study must be backed up by a strong sense of ethics and social responsible behavior in the future graduates. Successful businesses will emerge in the digital economy and the most prosperous entrepreneurs will be those investing in educational services. The future of jobs constantly changes, the today's best paid jobs will no longer exist in the next 10 years, so people will need to learn new skills and competencies to keep up with the digital revolution.

We invite our lecturers to discover new debate topics, interesting opinions on ethical issues and to get inspired and, maybe, to challenge the audience with their own thoughts coming from original and cutting-edge research.

Editor-in-chief,

Prof. Manuela Epure, PhD