

The impact of Digitalisation  
(and?)  
On Transformation (on?)  
and  
Culture





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**Chair in  
Digital Economy.**

Challenge:

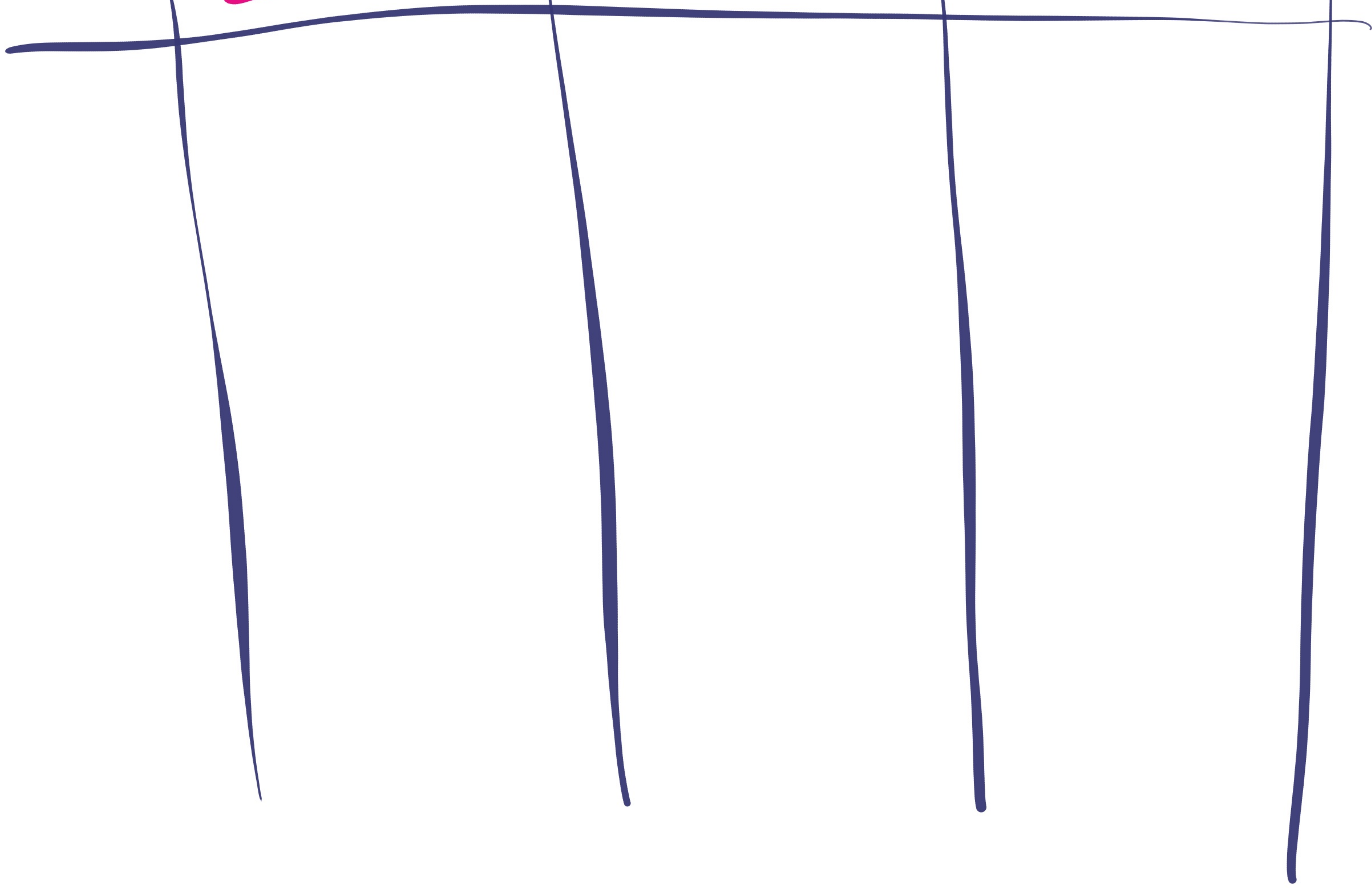
A research agenda  
that is not  
incremental  
but bold and  
inspirational



2030

2025

2020



People

How we change work, how work changes us.

Places

Working environments of the future

Processes

Service Production > work of the future

2030

2025

2020

People

Places

Processes  
B2C

Processes  
B2B

Digitalisation

Transformation

Culture

New

Better

Human

New <sup>or</sup> Better

↓ ↓  
Human



PICKER ROBOT  
RECEIVES COMPEN-  
SATION FOR  
BULLYING  
DAMAGES

HUMANS STORM  
ROBOT-ONLY  
SHOPFLOOR

CAR FIRES  
MECHANIC &  
SOURCES ITS  
OWN NEW BATTERY

Robot, human,  
and a dog  
interviewed  
for the same  
job

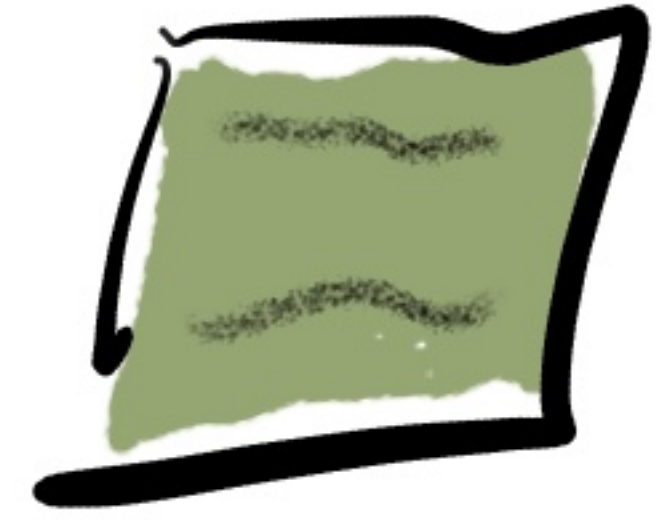
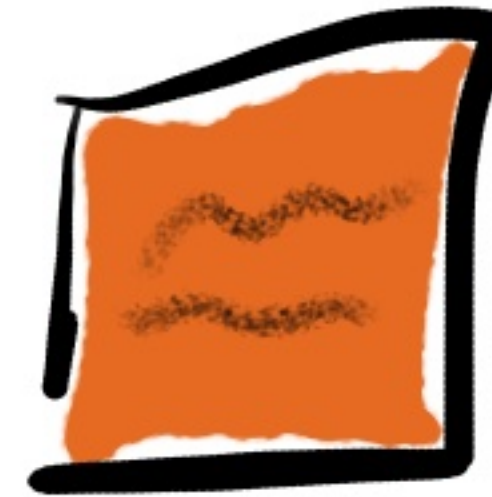
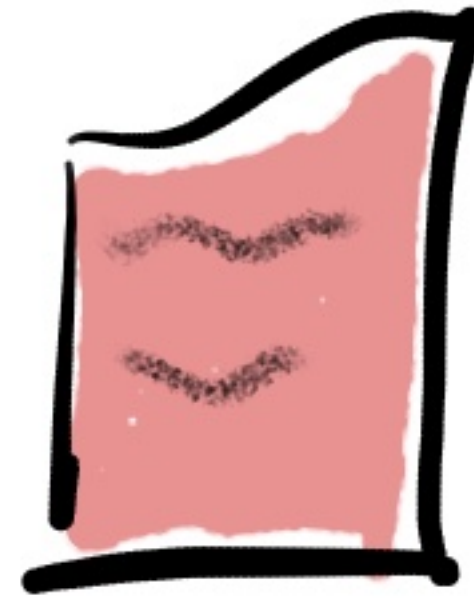
IS OUR WORKWEEK  
TOO SHORT?  
ARGUMENTS  
FOR AND AGAINST  
A 3 DAY WORK  
WEEK

2030

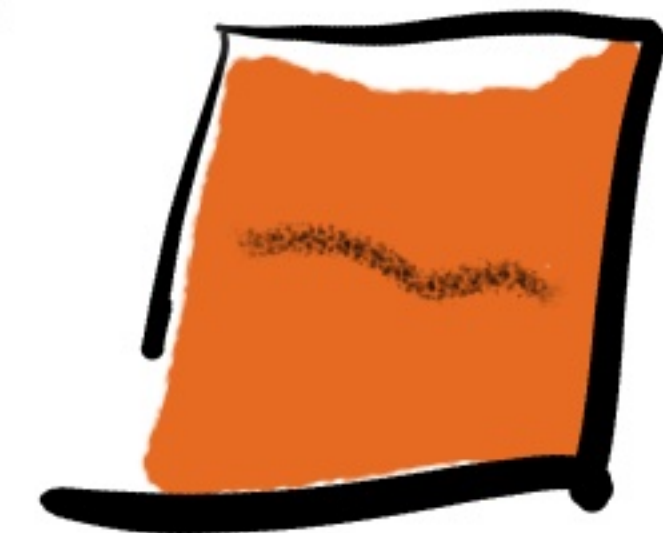
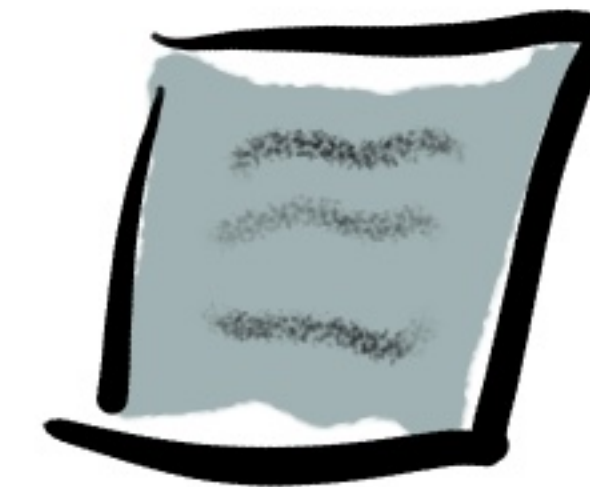
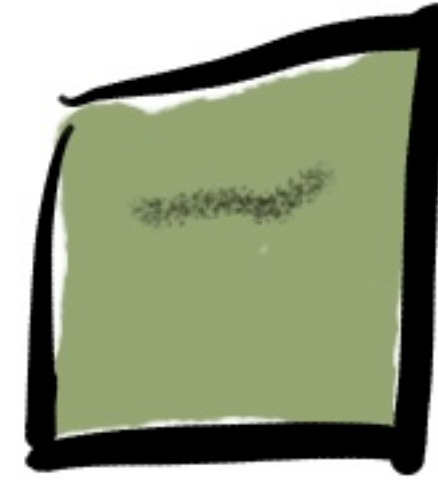
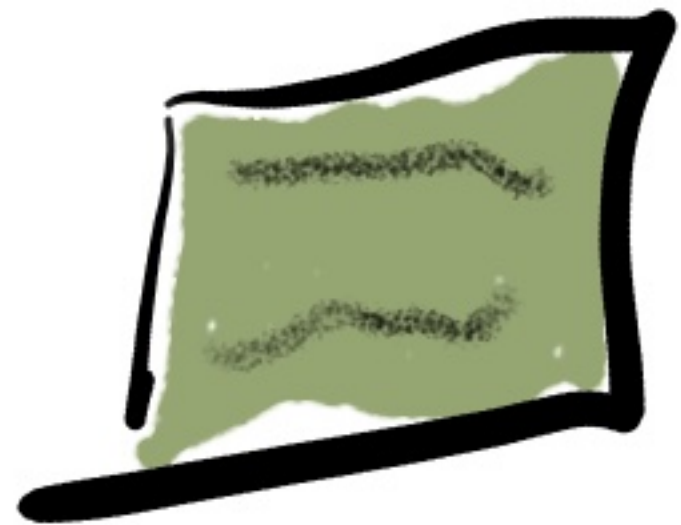
2025

2020

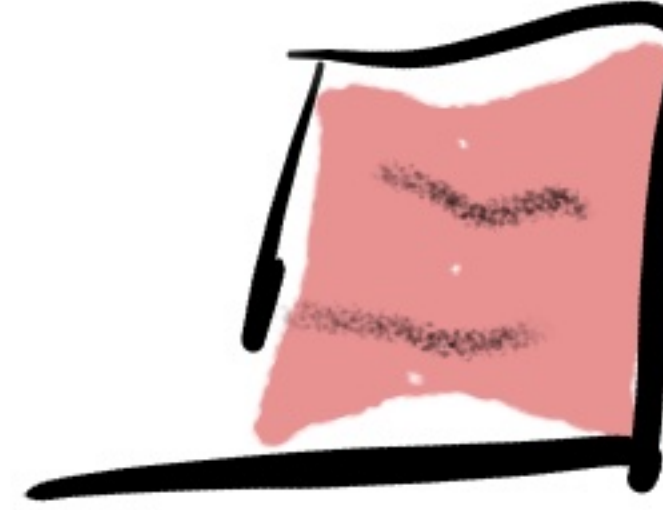
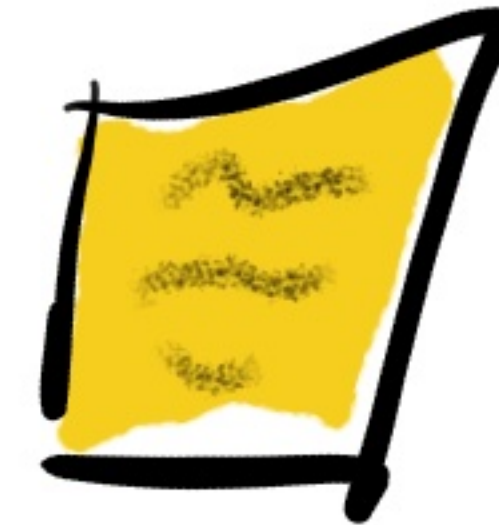
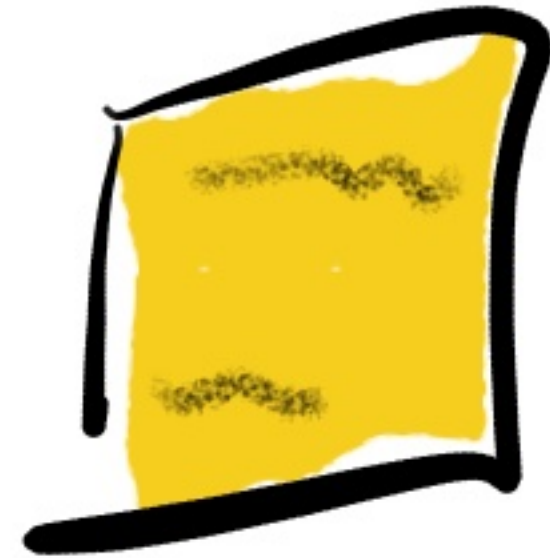
People



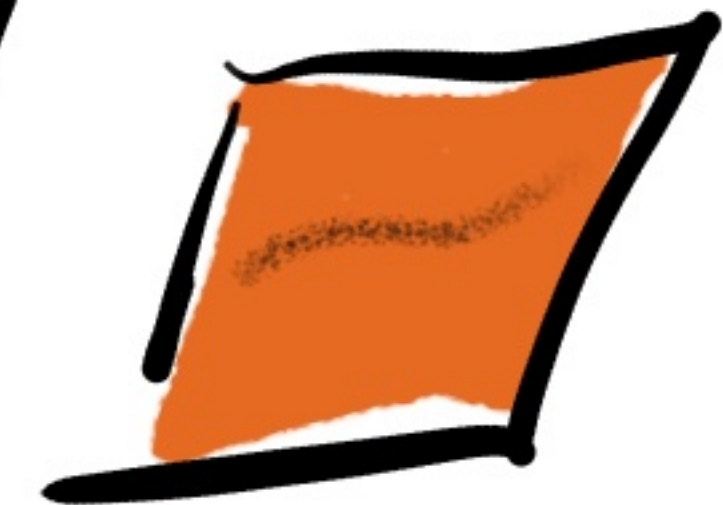
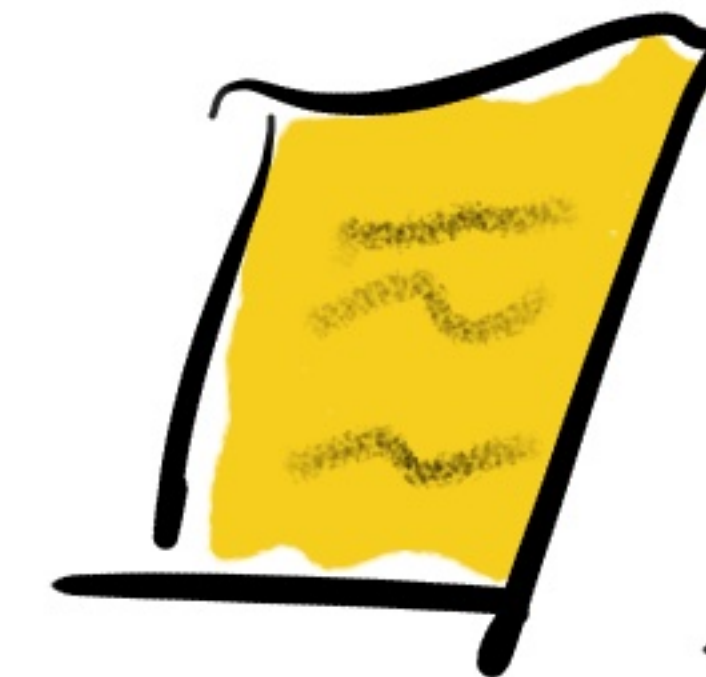
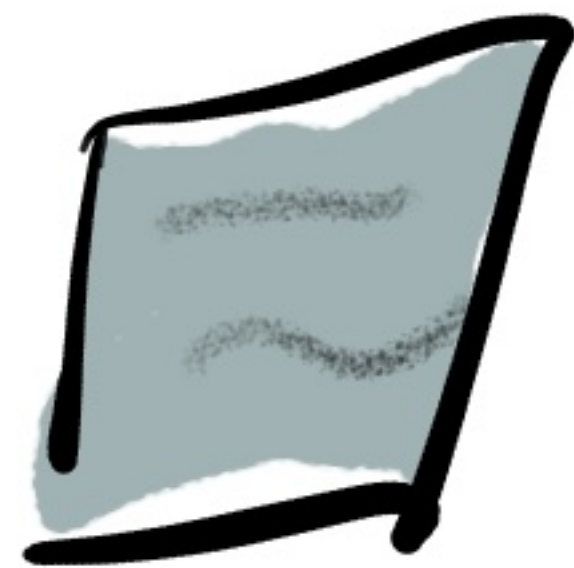
Places



Processes  
B2C



Processes  
B2B



2030

2025

2020

People

5 min

5 min

5 min

Places

5 min

5 min

5 min

Processes  
B2C

(5 min)

(5 min)

(5 min)

Processes  
B2B

(5 min)

(5 min)

(5 min)

INTRO



We are here

PEOPLE



PLACES



PROCESSES



SYNTHESIS

