

Fundamente de Antreprenoriat

Curs 2: Digitalizare în antreprenoriat

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The new paradigm of digital age

Circular and cyclic technologies.

Centralized vs decentralized information and organizational architectures.

Data advantage.

Digital competitive advantage and value creation.

Disruptive innovation and cross-industries pollination.

New business and operational models.

New types of work activities.



The new paradigm of digital age

Machines + Platforms + Crowds.

„Cognification” of collective intelligence.

Experiences of digital flows.

Dematerialization of physical things.

Shared resources.

Digital interaction = new human and social experiences.

Digital immersion and metaverse.



New digital contexts

Principle 1: Change is systemic not fixed.

Principle 2: Capabilities becomes horizontal and universal – technology is transversal.

Principle 3: Industries and societies boundaries are disappearing, recombination of sectors become a rule.

Principle 4: Digital systems scaling capacity could be exponential.

Principle 5: Concentration of power (tech) generate inequality and imbalances.

Principle 6: Value proposition is reinventing itself and become part of digital experiences.

Principle 7: Competitive advantage is in continuous reinvention and become DCA.

Principle 8: New types of economic and social effects: zero marginal cost, exponential effects, network effects – all based on data, information and knowledge.



New digital contexts

Artificial Intelligence is integrated in:

- digital value models
- digital operational models

Learning is a new and fundamental element of digital operational models.

Transformation of tangible resources in intangible resources – commodification and datafication effects.

Most important objectives of digital organizations and operational models are:

1. value delivery at higher scale (with zero marginal costs)
2. to achieve various and mixed organizational scopes, and new ones in a very flexible manner
3. adaptation through learning from insights, data and knowledge


The AI organizational core will generate a virtuous cycle: users engagement, data management, algorithms design, learning, predictability and new digital and digitally immersive experiences.

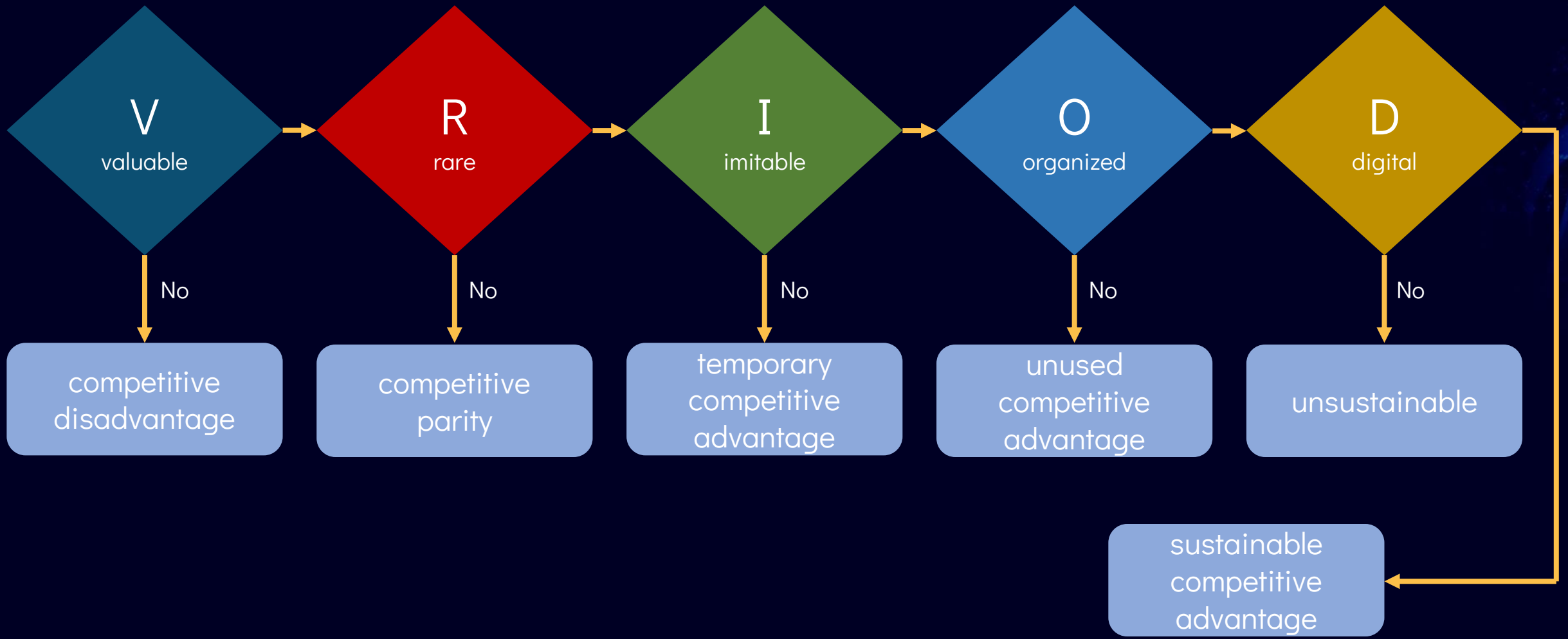


Digital entrepreneurship prerequisites

1. Digital „Bifocal Vision” and the strategic problems of the organization regarding market approach and organizational challenges approach.
 2. The integration of digital transformation into the organization’s strategy and into all activities of organizations.
 3. Ensuring a “digital spirit” within the organization-flexibility in the project’s activities (agility), communications, speed of change and necessary data.
 4. Understanding capabilities and the influence of new technologies in behavioural change and in the consumers / users / citizens experiences.
 5. Creating ecosystems - new networks that unite people, technologies, competences and ideas outside a company in order to ensure synergy.
 6. New types of strategic value for organization, communities, markets, users or customers.
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Digital entrepreneurship prerequisites

7. Ensuring the upskilling of abilities and competences (both personal and organizational).
 8. The development of „new management and leadership skills“- an entanglement of knowledge on business concepts and ideas on creativity and design; different management models and styles that allow restrictions since fast changes are more difficult to take place in complex transformation process.
 9. The ability to assign and capitalize the purpose of the organization, especially in a distorted environment that has a chaotic structure.
 10. The capacity of creating an experimentation environment.
 11. The capacity to support a different way of thinking with people, especially when referring the needs of customers and partners.
 12. The ability to facilitate the interaction of people beyond existing borders and barriers: of technological, sectoral, administrative and cultural nature.
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ELEMENTE CE SUSȚIN ȘI/SAU PERMIT (ENABLE) DIGITALIZAREA AFACERII TALE

<p>AVANTAJELE DIGITALIZĂRII PENTRU AFACEREA TA</p> <p>- numește care sunt principalele 3 avantaje ale digitalizării pentru afacerea ta? - ce componente pot fi digitalizate? - numește 3 acțiuni prin care începi să-ți digitalizezi afacerea</p>			<p>TEHNOLOGII CARE PERMIT DIGITALIZAREA AFACERII TALE</p> <p>- enumeră tehnologiile care facilitează digitalizarea afacerii tale</p>	<p>PROCESE ȘI SISTEME ALE AFACERII CARE POT FI AUTOMATIZATE PRIN DIGITALIZARE</p> <p>- enumeră procesele și sistemele din afacerea ta care prin automatizare și/sau digitalizare îți crează valoare adăugată</p>	<p>PLATFORME DIGITALE ȘI ECOSISTEME</p> <p>- Cum poate face o platformă digitală afacerea ta mai competitivă - Care sunt mecanismele prin care modelul de platform as a business poate genera valoare afacerii tale?</p>
3 avantaje ale digitalizării afacerii	Ce poate fi digitalizat?	3 acțiuni prin care începi digitalizarea afacerii	1	1	
			2	2	
			3	3	
1	1	1	2	4	
2	2	2	3	5	
3	3	3			

STRATEGIA DE DIGITALIZARE A AFACERII TALE			
COMPONENTELE STRATEGIEI TALE DE DIGITALIZARE	Example: Business Model used - explain	Example: Well-studied city needs - explain	Example: The city government engagement - explain
AVANTAJELE COMPETITIVE BAZATE PE TEHNOLOGII DIGITALE	AVANTAJE Care sunt avantajele bazate pe tehnologii și inovații digitale pe care le va genera afacerea ta?	SURSE Care sunt sursele acestor avantaje competitive?	VALOARE ADĂUGATĂ PENTRU AFACEREA TA Care este valoarea adăugată, generată de digitalizare pentru afacerea ta?
SCENARII DE DIGITALIZARE A AFACERII TALE	Care sunt cele mai importante trei scenarii de digitalizare a afacerii / start-up-ului?		Care sunt criteriile de alegere și desfășurare a celui mai potrivit scenariu?
	1		1
	2		2
	3		3