



**UNIMORE**

UNIVERSITÀ DEGLI STUDI DI  
MODENA E REGGIO EMILIA

Digital Automation Engineering

# Organizing for Digital Transformation

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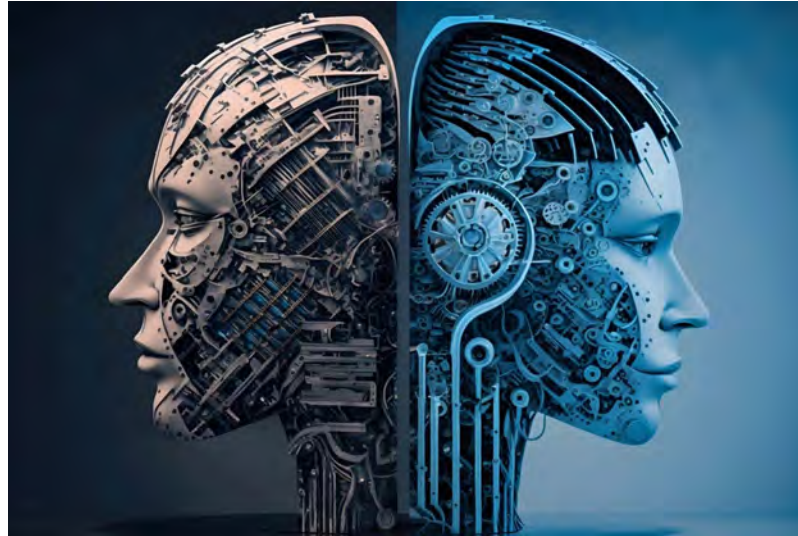
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# Living in the Digitalized World: Challenge or Opportunity?



# AI Trends



## **Moving Very Fast**

- \$110B global spend by 2024
- \$13T impact by 2030



## **Transforming Everything**

- Automates tasks
- Personalizes healthcare
- Optimizes cities
- Accelerates discovery



## **Big Questions Ahead**

- Bias, ethics, and trust
- Who governs the algorithms?
- Will your job be next?

# Blockchain Trends



## Momentum Is Building

- \$39.7B market by 2025
- Rapid uptake in finance & logistics

## Why It Matters

- Promises to revolutionize the way we exchange **everything**, from physical assets to rights and information

## What's Holding It Back?

- Is the technology ready?
- Can we govern and regulate it?
- Do we have the talent & skills ?

# Big Data Trends



## Exploding Datasphere

- 180 zettabytes by 2025
- Every click, swipe, sensor = data usable to **make better decisions, predict the future and innovate**

*“92% of executives believe that their organizations are data-driven, yet only 28% report that they have successfully created **a data-driven culture**”*  
(NewVantage Partners)



# Digital Transformation



*How the latest technological innovations are impacting organizations', markets', institutions' and individuals' ability to change, innovate and reinvent themselves in order to create (new) value.*

## Some key aspects:

- It is occasioned by technology advancement but **it is NOT about technology**
- It is ***about technology-occasioned organization***

# Course Arguments

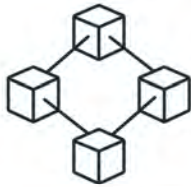
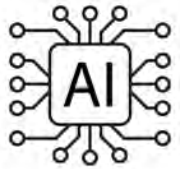


- **1. Introduction to digital transformation** (foundational org.theory and DT trends)
- **2. Strategic implications for organizations** (strategy, digital business models, business case analysis)
- **3. New forms of organization in the digital era:** tech partnerships, digital ecosystems and platforms
- **4. Digital transformation and social impact:** changing nature of work; tackling grand challenges with new technologies?



# Course Arguments

## WHAT?

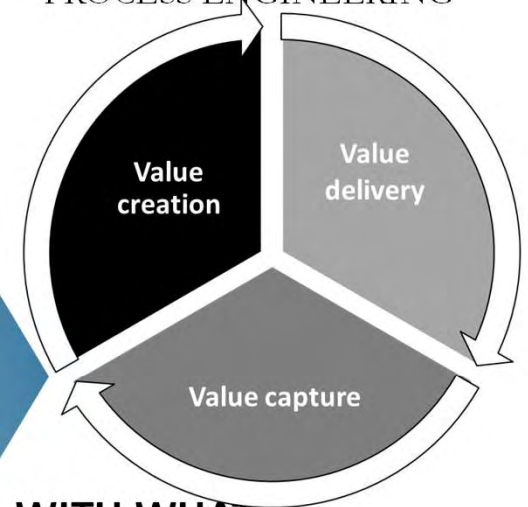


BLOCKCHAIN



## HOW?

- DIGITAL STRATEGY
- BUSINESS MODEL INNOVATION
- PROCESS ENGINEERING



## WHY?

- SWOTs



## WITH WHAT CONSEQUENCES?

- FUTURE OF WORK?
- SOCIAL IMPACT AND GRAND CHALLENGES?







Morgan Stanley

amazon



NETFLIX



Google

Uber

SIEMENS

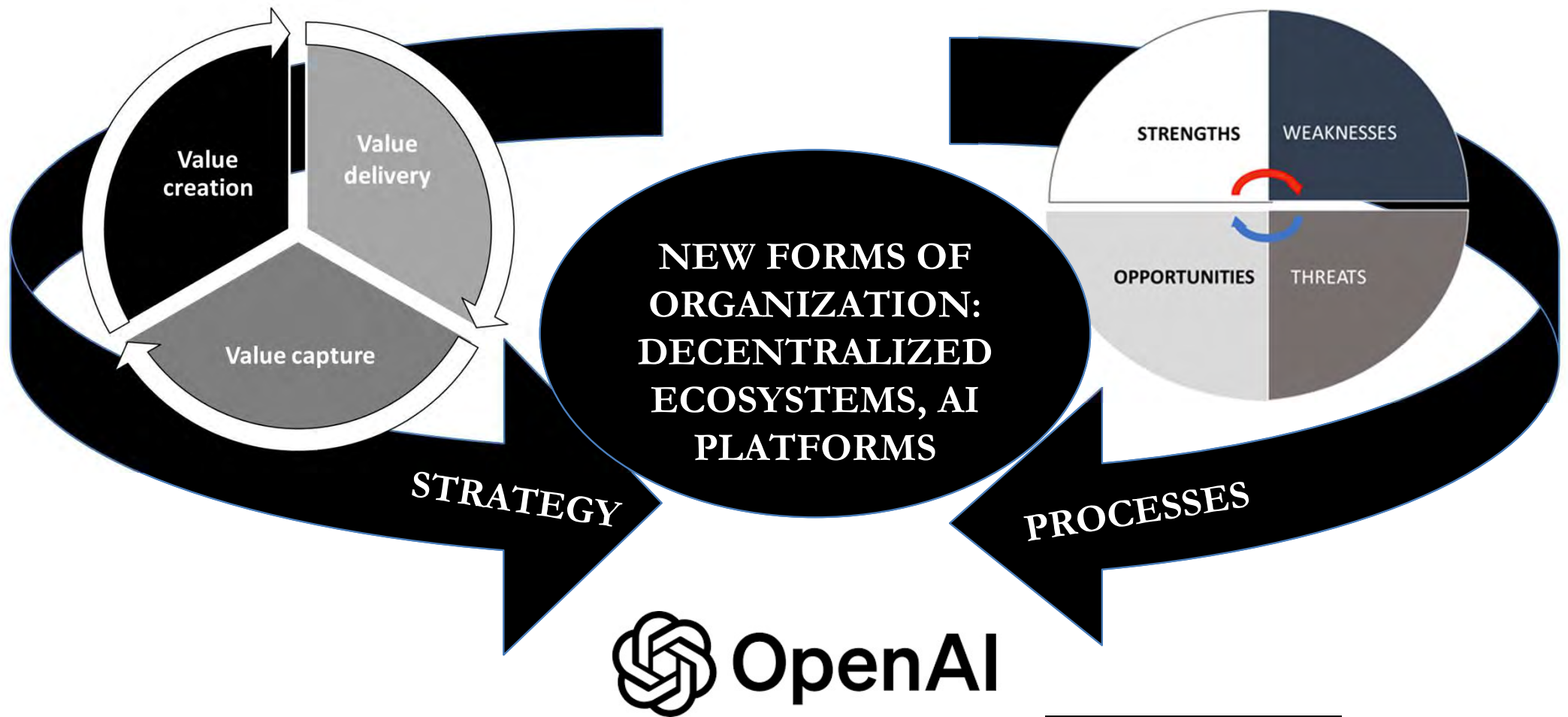


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Microsoft

Organizing for Digital Transformation





# Decentralized Organizations (ETHEREUM, BITCOIN, DAOs..)

## HOW DO THEY...

- organize?
- grow?
- manage crisis? (*hacks, failures, etc.*)



# Course Organization

- Interactive format
- Scientific and divulgation readings for each class
- Multimodal material (videos, podcasts) integrated in lectures
- Case studies and class discussions
- Guests and testimonials (entrepreneurs, developers, researchers, managers, etc.)
- Group work on business cases
- Exam with both practical and theoretical evaluation (essay + during course assignments (business cases) + final written examination)

**Any questions, send an email to**  
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