

DIGITAL TRANSFORMATION: IMPORTANCE OF AWARENES AND PACE

Abstract. The value and place of digital transformation in society are investigated in the work.

Keywords: digital transformation, digital technologies, virtual reality

Digital transformation is to create and work on new methods and processes in internal and external applications by using (or developing) tools of information technologies such as big data, open data, analytics, sensors, artificial intelligence in order to build a smart economy and society. Digital transformation can also be defined as a concept that includes the effects, processes and applications of various technologies that bring people and machines closer and make life easier.

Before the 1980s (even though they are the first examples) institutions and individuals in Turkey were acquainted with computers. With the introduction of the internet for the first time in Turkey in 1993 it may be referred to the start of the digital transformation path. I believe the situation is similar in Ukraine. When I say the path, I am talking about a technological environment that grows and develops exponentially.

Starting has a meaning for digital transformation. Because it is not possible for these new digital technologies to stay away from our ecosystem. The distribution of information, clusters, accumulations and the formation of different socialization environments resulting from the intense use of the Internet causes the effect to spread rapidly to individuals and society. What is important for countries and societies is to construct digital transformation in a more effective and systematized structure, to work in a way that will benefit institutions and individuals, to be socially understandable and to pave the way for the effective use of digital environments and tools. The digital transformation of the public is one of the factors that will make this obligatory. In other words, digital transformation affects everyone more or less.

Human beings were first affected by the introduction of mass media and then they try to cope with different problems caused by the structures developed by digital technologies. In fact, while the process started with the industrial revolution and offered improvement in efficiency and productivity and production, people's living standards and styles have also changed. Digitalization affects the present and future of humanity. Therefore, this issue requires careful consideration.

In today's world where the fiction of the world and the future is transferred to digital media; digitalization has become almost indispensable for individuals, society and businesses.

If we accept management as an orchestration, it should be kept in mind that the practices should also consist of melody but good-sounding melodies. Because the orchestra layout requires a good composition, the inclusion of all orchestra elements and the harmonization of the sounds of different instruments. Based on this, it can be observed from our environment how tiny touches in their intensity motivate institutions and individuals.

The necessity of examining the Digital Transformation process on the academic side is obvious. We are also faced with changes on the management side. In fact, it can be said that studies should be done to activate home or remote working systems after Covid-19.

In our case, digital transformation differentiates both business life and social life. In fact, we witness this sometimes consciously and sometimes unconsciously. It is obvious that universities should focus on such new issues.

Many different applications come into life in a way that can be perceived as fairy tales or mythological stories. Transformations such as the transformation of thousands of years of development stages into seconds at some points, or reaching thousands of people with a single click, encountering completely different places or characters with applications such as virtual reality or hologram, throws us into virtual realities with some pleasure. Some of them are still at the point of scenarios and the necessity of the course of some of these scenarios to be fictionalized by universities.

For this reason, I see it as very valuable opportunities to address issues such as how this digital transformation develops, how it includes technologies, how it is handled in sectors such as communication, business and engineering.

Digital transformation includes changes that bring innovations and sometimes disruptive innovations to the lives of human beings.

Even while expressing this to you, I am sure that many things come to mind.

Driverless cars, smart cars or robotics or artificial intelligence, blockchain, virtual reality are some of them.

Some of these changes have been life-organizing, some constructive and some destructive.

Actually, we did not enter digital transformation after covid-19. This transformation has started more than 20 years ago. This virus has led to situations that we hadn't thought of in many areas where we were not prepared. Business and Governments also have caught unprepared.

Digital transformation has brought different dimensions to our lives.

Business style and methods are differentiated now. Business systems must be managed correctly, managers, employees, customers and other stakeholders must be ready for new situations, and content and applications suitable for new generation management must be created. It is also necessary to be familiar with the technologies that make up these applications. In short, it is not easy to change and arrange all these obligations at once, it will take some time, but it will not exceed 20 years as before. I would like to remind you that these developments took place in a very short time. In my opinion, this situation requires changes in some applications and processes, even ideas in order to ensure rapid adaptation. Moreover, it is possible to encounter many threats from the environment such as resistance, lack of infrastructure, lack of resources or competition.

In order to keep up with all these changes, we need to consider and evaluate academically what we will do. Efforts should also be made to integrate digital transformation, which can bring the boundaries of academia and businesses closer, to business life. At the same time, we must continue to work effectively and efficiently. Besides, we must be open to innovations.

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