

HOW DOES THE DIGITAL TRANSFORMATION OF SOCIETY AFFECT EACH OF US?

Как цифровая трансформация общества влияет на каждого из нас?

Changing communication. Digital technologies have changed the way communication is done, making it faster and more accessible, but reducing the quality of personal interactions.

Access to information. We have the opportunity to instantly receive information from any source, which contributes to self-education and broadening our horizons.

Work and employment. The emergence of new professions and changing skill requirements require employees to constantly train and adapt to new conditions.

Remote work. Digitalization has made it possible to work from anywhere in the world, which has changed the balance between work and personal life, as well as created new challenges in time management.

Consumer habits. Online trading has changed the way shopping is done, making it more convenient, but it has also increased competition among companies.

Education. Digital technologies transform educational processes by providing access to online courses and resources, but they can reduce students' motivation.

Healthcare. Telemedicine and electronic medical records make medical services more accessible, but raise questions about the security of patient data.

Social activity. Social networks facilitate the organization of social movements and actions, allowing people to unite to achieve common goals.

Cybersecurity. Increased digital interactions increase the risks of data leaks and cyberattacks, which requires users to be more vigilant and aware of security.

Psychological health. Constant use of digital technologies can lead to stress, anxiety and self-esteem problems due to comparisons with others on social media.

Environmental aspects. Digitalization makes it possible to optimize processes and reduce the carbon footprint, but also leads to an increase in electronic waste.

Culture and art. Digital transformation opens up new opportunities for the creation and dissemination of art, but also raises questions about copyright and the value of works.

Globalization. Digitalization promotes the global exchange of information and culture, but can also lead to the loss of local traditions and identity.

Accessibility of services. Digital technologies make services more accessible to people with disabilities, but not all regions have equal access to the Internet.

Financial technology. The development of fintech simplifies the management of personal finances and access to credit, but also increases the risks of fraud and financial instability.

These theses highlight the diverse impact of digital transformation on various aspects of our lives, demonstrating both positive changes and emerging challenges.

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GAME TECHNOLOGIES IN TRAINING AND EMPLOYEE ADAPTATION: A NEW ERA OF CORPORATE LEARNING

Игровые технологии в обучении и адаптации сотрудников: новая эра корпоративного обучения

As organizations navigate rapid technological advancements and digital transformation, effective employee training and adaptation are essential. Traditional training methods often fail to engage employees, leading to slow skill acquisition and poor retention. In this context, gamification and game technologies offer innovative solutions to enhance learning experiences. This thesis explores gamification's potential in corporate learning, assessing its effectiveness in motivating employees and facilitating adaptation to change [1, p. 23].

The primary goal of this study is to evaluate how gamified learning environments can increase employee motivation and engagement, resulting in faster skill acquisition and smoother transitions in the workplace. Gamification incorporates game mechanics into learning, leveraging psychological principles that govern motivation, such as Self-Determination Theory, which highlights how competition and rewards foster participation and achievement.

Successful case studies demonstrate the implementation of gamified training in organizations like Deloitte and IBM, which have reported improvements in knowledge retention and employee satisfaction. Game technologies such as simulations and virtual reality (VR) provide realistic training scenarios, allowing employees to practice skills safely, enhancing their confidence and competence.

This research employs qualitative and quantitative methods to assess gamification's impact. Surveys and performance metrics reveal a positive correlation between gamified learning and employee performance, with participants reporting higher motivation and faster mastery of new skills compared to traditional training settings. Gamification also encourages a growth mindset by providing immediate feedback and rewarding progress, helping employees view challenges as growth opportunities.

Despite its benefits, challenges remain, including potential resistance from employees accustomed to traditional methods. Effective design and implementation require careful