

DIGITAL TRANSFORMATION AND JOBS: A CHALLENGE OR AN OPPORTUNITY?

Цифровая трансформация и рабочие места: проблема или возможность?

The purpose of this study is to identify the main areas of impact of digital transformation on workplaces, as well as to identify the advantages and disadvantages of this phenomenon.

Digital transformation is the process of introducing digital technologies into various areas of human and business life in order to improve their efficiency, optimize them, and increase their productivity. In recent years, the role of technology in working life has increased. Technology and digitalization play a crucial role in the development of the organizations and the entire societies.

The World Economic Forum is a Swiss non-governmental organization best known for organizing annual meetings in Davos. Leading business leaders, political leaders, prominent thinkers and journalists are invited to the meetings. The subject of discussion is the world's most pressing issues, including healthcare and the environment. The Future of Jobs 2025 is a report presented by the World Economic Forum. According to the report, technology-related positions are the most in-demand in terms of percentage, including big data specialists, artificial intelligence and machine learning specialists, and software and application developers. Environmental and energy-related positions, including environmental engineers, and renewable energy engineers, are also among the most in-demand.

Analytical thinking remains the most in-demand core skill among employers. This is followed by resilience, flexibility, and agility, as well as leadership and social influence.

Artificial intelligence and big data lead the list of the most in-demand skills, followed by networking and cybersecurity, as well as technological literacy. Conversely, manual dexterity, endurance, and precision are characterized by a net decrease in demand, with 24 % of respondents anticipating a decrease in their importance.

Although automation and digitalization have raised concerns about job losses, they have also led to a number of positive changes in the workforce.

- Increased efficiency;
- The ability to work home;
- Improved skills.

Digital transformation provides a greater work-life balance by allowing employees to work home, reducing commute times, and increasing flexibility. To adapt to digital changes, employees are improving their skills and acquiring digital literacy, which can improve their long-term employment prospects.

Challenges related to digital transformation:

- Job displacement and skill development;
- Digital inequality;
- Privacy and security problems.

Rapid adoption of automation can lead to job displacement, requiring affected workers to undergo retraining or re-skilling to maintain their employment opportunities. Not all employees have equal access to digital tools or the ability to acquire digital skills, leading to digital inequality within the workforce. With the rise of digitalization, there are concerns about data privacy and cybersecurity, which requires the involvement of qualified professionals to address these issues.

In the near future, digital literacy will be as important as reading and writing. Employees must be prepared to effectively use and adapt to these new tools.

Some of the professions that AI will replace include:

- Translators;
- Historians;
- Writers and authors;
- Public relations specialists;
- Advertising agents;
- Cashiers;
- Rental specialists;
- Data analysts;
- Personal financial advisors, etc.

It can be concluded that digital transformation is both a challenge and an opportunity. The main thing is to stay active and adaptable, so that you can be ready for what comes next.

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DIGITAL INEQUALITY AND HUMAN RIGHTS

Цифровое неравенство и права человека

In scientific discourse, information and communication interaction is often considered through the lens of technological digitalization and information security. At the same time, the fundamental question of respect for the parity of rights and freedoms of citizens is shifted to the periphery. But the information society, the next stage of development where information becomes value, creates serious social risks. It is in the context of human rights that digital inequality reveals its main threat: transformation into