

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

an independent and legitimate criterion for social division. Society risks being divided by a new, digital principle: those who can realize their rights with the help of technology and those who are denied this opportunity. This poses a direct threat to the fundamental rights of equal access to education, health care, justice and governance.

Objectives of the study: 1. Identify the major problem 2. Detection of new threats 3. Formulate specific risks 4. Start the change process.

This gap manifests itself in the spectrum of specific threats. When learning is moved to online, children from families without reliable internet end up in a losing position. Translating public services into an electronic format creates a barrier for those who do not possess digital skills, depriving them of their voice. In the labor market, the lack of digital skills prevents access to a multitude of occupations, condemning them to precarious employment. Finally, the basic right to information is under attack, because access to knowledge today is also mediated by digital channels. Results of the study: the digital divide is taking shape. The analysis of statistics and sociological surveys conducted in recent years makes it possible not only to state threats, but also to measure the depth of the emerging chasm. The study found that digital inequality has a clear relationship with income, age and type of population.

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CHARACTERISTICS OF THE FIFTH INDUSTRIAL REVOLUTION

Характеристика пятой промышленной революции

The first industrial revolution was marked by the introduction of water and steam engines, the second consisted of the transition to mass production and the invention of the conveyor belt, and we achieved the third industrial revolution through the development of electrification and heavy industry.

Today, we live in the era of the fourth industrial revolution, also known as «Industry 4.0». In this context, we talk about the complete replacement of human labor with machines and a focus on full automation. But what awaits us in 10–15 years, when, according to leading scientists, businessmen, politicians, etc., «Industry 5.0» is expected to arrive? So, the purpose of the article is to define how «Industry 5.0» will look like.

As scientists from Deakin University in Australia say, the fifth industrial revolution involves a return of workers to production workshops and the combination of human intelligence and creativity with the capabilities of machines to increase process efficiency. Thus, «Industry 5.0» is not just a technological leap, but a paradigm shift where humans once again become the central figure in production processes in synergy with machines.