

## Διάλεξη του καθηγητή Darek Haftor, Linnaeus University, Sweden με θέμα: "Information will be everything: on the future of digitalized social and industrial affairs"

### Βιογραφικό σημείωμα

**Dr. Darek M. HAFTOR** is the PostNord Professor of Information Logistics at Linnaeus University, Sweden. There he directs the Linnaeus Information Logistics Initiative - a research group dedicated to an understanding of the societal digitalization and its emerging Digital Business Models. Professor Haftor has previously held academic positions at several universities in Sweden, including the Stockholm University School of Business, where he served as the Director of Executive Education. He has also served as the Stockholm University Centre Director of the Stockholm School of Entrepreneurship. Among others, he has touch in Sweden and outside, various topics related to information and operations management, business strategy and digital business models. Prior returning to the academy, he has spent almost 15 years in the industry, in various positions, working in different parts of the world. Professor Haftor has received a doctorate in Industrial Organization & Management, from Chalmers University of Technology, Sweden.



(For more info see: <http://lnu.se/employee/darek.haftor?l=en>)

### Περίληψη διάλεξης

**The key theme of this talk** is the ongoing digitalization of almost every domain of human affairs: such as the private, business, industry, and the social. As a background, a short recall of societal transformations will be given firstly: pre-modernity, modernity, and post-modernity. Then three key phases of digitalization will be characterized, that will end with the central features of the evolving and forthcoming societal order. Some major consequences of digitalization of societies will be articulated, including democracy, surveillance and security, employment, entrepreneurship, industries, and then the role of information. This talk will end with a short summary of the research program pursued by the Linnaeus Information Logistics Initiative, Linnaeus University in Sweden; this program includes studies of digital business models, information worker productivity and information sharing.

(For more information see: <http://lnu.se/research-groups/lili?l=en>)

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Η διάλεξη του καθηγητή Darek Haftor, Linnæus University, Sweden με θέμα: “Information will be everything: the future digitalized social and industrial affairs” θα περιλαμβάνει συνοπτικά τα εξής:

➤ **Information?**

➤ **Societies: pre-industrial, industrial, post-industrial**

➤ **Post-industrial: information societies**

- Information products, workers, etc.
- economics of materials vs. economics of information
  - ✓ network effects, marginal costs, out-side the market, pricing, key cost-driver etc.

➤ **ICT & Digitalization:**

- **1st wave:** digitalization of information production
- **2nd wave:** digitalization of goods manufacturing (internet of everything)
- **3rd wave:** Atom & Bits: design globally & produce locally: “information everything”

➤ **Some consequences:**

- Democracy
- Surveillance & Security
- Employment
- Industries, economics, information...

➤ **Our research attempts**

- Information transfer (sharing)
- Digital Business Models
- Productivity
  - ✓ Information Worker
  - ✓ Time leakage

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