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Ahmed Bounfour, Chair Professor at Université Paris-Sud, where he holds the European chair on intangibles, is a world recognized expert in intangibles and digital transformation. He is leading several European research projects on digital, cybersecurity and intangibles. Recently, he also coordinated a major international research program on digital transformation and the future enterprise, led by CIGREF Foundation. Ahmed Bounfour is also President of the New Club of Paris, a global network of experts, policy makers and scholars working on policies for intellectual capital. He published extensively on intangibles and digital. Among his recent publications: Digital Futures, Digital Transformation: From Lean Production to Acceluction (2015).

How Digital Transformation – and AI – will Impact Societies, Jobs and Competency Profiles

How will digital transformation impact societies, jobs and competency profiles? This presentation will address the question firstly by characterizing the emerging production system around the concept of “acceluction”. It will then show how acceluction deeply and strongly facilitate the development of platforms and Artificial Intelligence. In the next section, the presentation will analyze the impact on employment and job profiles on the basis of available data from recent works. Finally, the presentation will elaborate on the platform scenario and indicate managerial and policy issues deriving from digital transformation and data abundance.