

## Concept Note:

Today the world is undergoing a dramatic transition due to the confluence of fundamental forces and powerful trends are reshaping businesses, driving new technologies, shifting talent needs, and changing human culture. It is crucial for all to map these changes, and respond accordingly. Compared with the Industrial Revolution, we estimate that this change is happening ten times faster and at 300 times the scale, or roughly 3,000 times the impact. Although we all know that these disruptions are happening, most of us fail to comprehend their full magnitude and the second- and third-order effects that will result. Much as waves can amplify one another, these trends are gaining strength, magnitude, and influence as they interact with, coincide with, and feed upon one another. The world economy's operating system is being rewritten and Society is transforming with monumental change. All organizations across all sectors will be affected by the big changes that we face nationally and globally. They have the ability to reshape the way economies think and operate and these megatrends will reshape business and society.

In the last three to four decades, government and business have been part of a far-reaching economic transformation, made possible by remarkable advances in information, communication, linguistics, culture and technologies. The proliferation of internationally joined-up production arrangements – that is, global business has changed our economic and political landscape in fundamental ways. Advances in technology and an enabling policy environment have allowed businesses to internationalize their operations across multiple locations in order to increase efficiency, lower costs and speed up production. Businesses today look to add value in production where it makes most sense to do so; indeed this has become a key element of corporate competitiveness. Societies and economies have responsibility to foster friendly policy frameworks for sustainability

At the same time, relative efficiencies and cost structures are changing, and production is becoming more complex – changes in the location of production are underway as some new locations open up and others seem less advantageous. These shifts in the global distribution of jobs and economic opportunity carry with them many challenges for governments, business and society at large

These are all reasons why far-sighted governments and successful businesses devote attention to innovation and research. But on the other hand, technological innovation can have great disruptive power. Companies' processes, production methods, skills and markets may quickly be rendered redundant by new technological discoveries. Old jobs may disappear as a result of robotics or 3D printing. But disruption means adjustment, and adjustment can be painful and punishing for groups within society. Ameliorating the process of adjustment and enabling these parties to contribute value to society again, is surely in the interests of the public at large and of business.

This international conference intends to serve as a platform for a global to discuss the national and international changes in the field of business and society, as well as all interrelated disciplines. We invite all interested educators, linguists, psychologists, economists, policy-makers, practitioners and entrepreneurs to share their experiences and improve their research, to develop business applications, to gain more knowledge of the challenges of global population, global business and best practices.