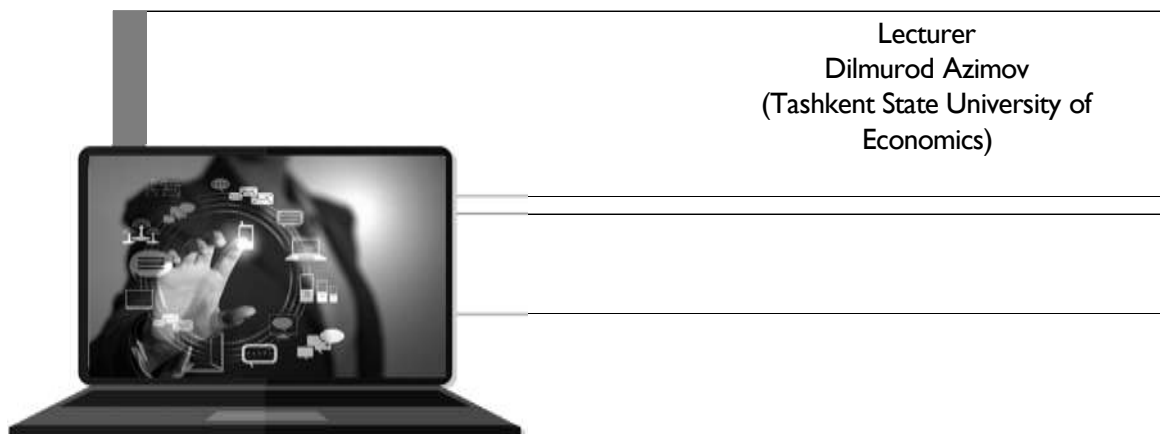


Intro. to Digital Economy



Course Introduction

- Title: **The Digital Economy**
- Course Description:
 - This course overviews critical changes in the world economy due to its rapid digital transformation. We will examine the nature of these changes in three distinct, but integrated parts:
 - development and global scope of digital economy
 - contemporary and potential challenges arising from global digital transformation
 - future opportunities and implications related to digital economy expansion
- Learning Objectives and Learning Outcomes
 - On successful completion of the course students will be:
 - able to know the fundamentals of the digital economy
 - familiarized with the nature and extent of the global digital economy today
 - able to evaluate the various challenges that the globalization of digital economy presents
 - aware of the likely global implications of digital economy development in the future
 - having a framework for analyzing advancement in technological innovation in the global economy

Concept of Digital Transformation

▶ 3

What is the meaning of
“Being Digital?”

▶ 4



1996,
Nicholas
Negroponte
(MIT)

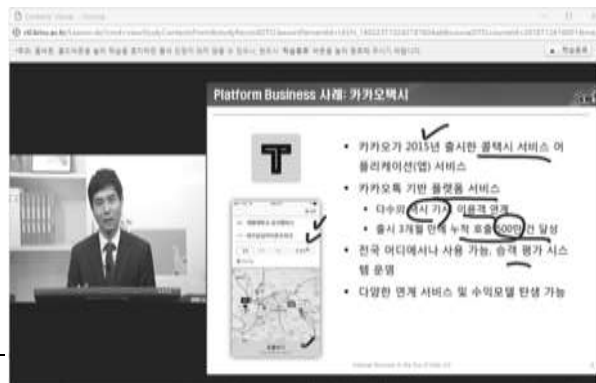


Digital Transformation?



Mobile Messenger

UBER: Car Sharing



Online Lecture

Digital Transformation:

Changing the way of everything including living, communicating, working & etc. by adopting digital technologies.



▶ 7

Digital Technology

- Expressing data or physical quantities in binary digits, 0 and 1

VS.

- Analog: Expressing physical quantities of continuously changing values such as temperature, angle or length, weight or pressure



▶ 8

Characteristics of Digital Technology

- Digitization:
 - Converting various forms of analog information to two numbers, 0 and 1
 - Express information such as letters, pictures, sounds, music, pictures, videos, and so on as 0 and 1



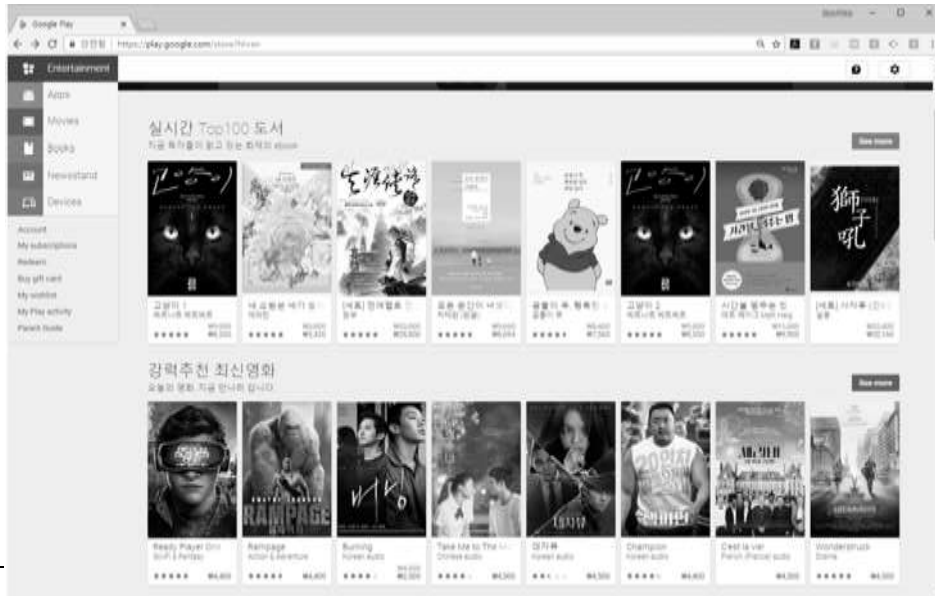
Example of Digitization

- Principle of image digitization
- Pixel: picture element



Advantages of Digital Technology

- Easy to integrate multiple forms of information
- Easy to transmit digital media



Digital Economy:

An economic system, where the creation of an information network such as Internet significantly changes the principle of economic activity.

Characteristics of Digital Economy

- An economic system in which information is central to economic activities as goods or services
 - Global
 - Real-time
 - Network-centered
 - New business models
 - Increased uncertainty
 - Digital divide

▶ 13

Products of Digital Economy

- Product: goods or services sold in the market



- Birth of digital products



▶ 14

Characteristics of Digital Products

- Products without physical form
- Service provided to support convenience in personal life or business
- No constraints on time and place
- No difference in quality
- Experience Goods: not able to know the quality of a product until it is purchased and used



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