

Title: "New Business and Societal challenges in the era of Industry 4.0"

Keynote Presentation_by Dr Zenon Michaelides
Reader in Business Analytics, Manchester Metropolitan University, U.K.
Baku, Azerbaijan, April 2022

Our world is constantly changing. Global events and megatrends are rapidly and directly affecting all aspects of our lives. Disruptions are increasingly and variably impacting all areas of our world, re-shaping commerce and business alike, whilst irreversibly transforming our existing way of life. Such transformations present us with challenges on multiple levels; in business, as a society, and as individuals in the ways we function and communicate. Our interactions have become more, and in some cases exclusively digital. Automation has overtaken many of our practices and 'optimised' them. Artificial intelligence algorithms 'effectively' attend to our every need; from selecting everyday products and services to matching us with lifelong partners. Our acceptance, and indeed our future reliance on such transformative technologies cannot be overstated. But can such technologies and advances help us overcome the inevitable and largely negative effects of global disruptions in future? Can innovations in Industry 4.0 present tangible benefits to business and society without the notable downsides that the previous industrial revolutions brought on?

Brief Bio



Dr Zenon Michaelides is a Reader in Business Analytics, and Subject Group Lead at Manchester Metropolitan University Business School, U.K. Previously he was Director of Studies for the MSc Business Analytics & Big Data, and MSc Digital Business Enterprise Management Programmes at the University of Liverpool Management School, U.K.

His areas of research include Operations & Supply Chain Management optimisation; Industry 4.0; Business Analytics; Process/Data Mining; Enterprise Management; Planning & Control Systems; Digital Business transformation.

Prior to joining academia, he held various management positions globally in industry, including the Boeing Airplane Company in Seattle, Washington U.S.A.

Dr Michaelides is a Chartered Engineer with the U.K. Engineering Council (CEng), a Member of the Royal Aeronautical Society (MRAeS) and an SAP training Consultant.

Dr Michaelides has led and participated in several research programmes including: EPSRC-DOMAIN (£550k), KTP (£135k), H2020: RISE Project (£250k) and 5 Innovate U.K. mKTP programmes (£1.2 million). Currently also a Visiting Academic at IMTA (one of Frances Grand Ecoles), and University of York (Sheffield University) International faculty, on the Executive MBA Programme. Dr Michaelides has presented at TEDx in Nantes, France.
