

THINKING 4.0

Save the Future

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The Circular Economy In The Industry 4.0 – How can MSEs benefit from the Digitalization and Sustainability Issue? A Study investigating related Business Trends and their Implementation

We never experienced a time that is more characterized by rapid changes than today. On a constant basis we are introduced to new technological innovations, ecology, economy, and politics. This leads to a sensory overload in which it is difficult to decide, which trend to follow within Industry 4.0: Two main movements detected today are “Digitalization” and “Sustainability”. Countries shaped by Medium-Sized Enterprises are faced with the challenges: How can businesses make use of today’s environment, and combine the two movements? Which sub-movements can be detected within digitalization + sustainability? The bachelor thesis by Maximin Majewski analyses different concepts in what way MSEs can implement changes in their business strategy. From the Fourth Industrial Revolution to the Circular Economy, many aspects of today’s developments are illustrated in a critical way, while highlighting the importance of becoming more digitalized, and staying sustainability-conscious: in particular in consequence for the corporate identity and the advanced work environment. Based on the analysis of numerous, modern Business Trends, a Change Management concept is developed that is supposed to act as a guideline for MSEs in their strive for staying competitive in the on going economy circles. Without keeping up with the pulse of time and its changes, making business will become more and more difficult. So why wait?



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