

The paper "Risks of Digitalisation of Business Models" is an interesting write-up by Kovaitė and Stankevičienė. Here are my thoughts on the questions:

1. What do the authors mean by the term 'Industry 4.0' - give two examples.

The authors describe Industry 4.0 as an evolution from the 3rd Industrial Revolution. While the 3rd Industrial Revolution introduced the internet and decentralization of energy, Industry 4.0 encompasses the likes of IoT, AI, Cloud Computing, etc (Kovaitė & Stankevičienė, 2019).

2. Give two real-world examples of risks that fit into the authors categories.

- *Category: Data privacy and security risks*

The 2017 Equifax data breach (FBI, 2020) is as a result of digitalisation of their credit reporting. This highlights the part where the authors mentioned cyber attacks as a major concern when business models become heavily reliant on digital data management.

- *Category: Acceptance by customers and partners risks*

When many businesses started making two-factor authentication (2FA) mandatory there was resistance from customers. (Security Score Card, 2025)

3. Find another journal article that either supports or contradicts the points made in the cited study

One article that largely support the points made by the authors is "Cyber security challenges in digital economy" (Supremić & Šimunic, 2018). In that article the authors argue that as organizations digitize they become more susceptible to sophisticated cyber threats.

REFERENCES:

FBI (2020). *Chinese Military Hackers Charged in Equifax Breach*. Available at: <https://www.fbi.gov/news/stories/chinese-hackers-charged-in-equifax-breach-021020> [Accessed 6 May 2025].

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Security Score Card (2025). What's Wrong with Two-Factor Authentication? Available at:

<https://securityscorecard.com/blog/whats-wrong-with-two-factor-authentication/>
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