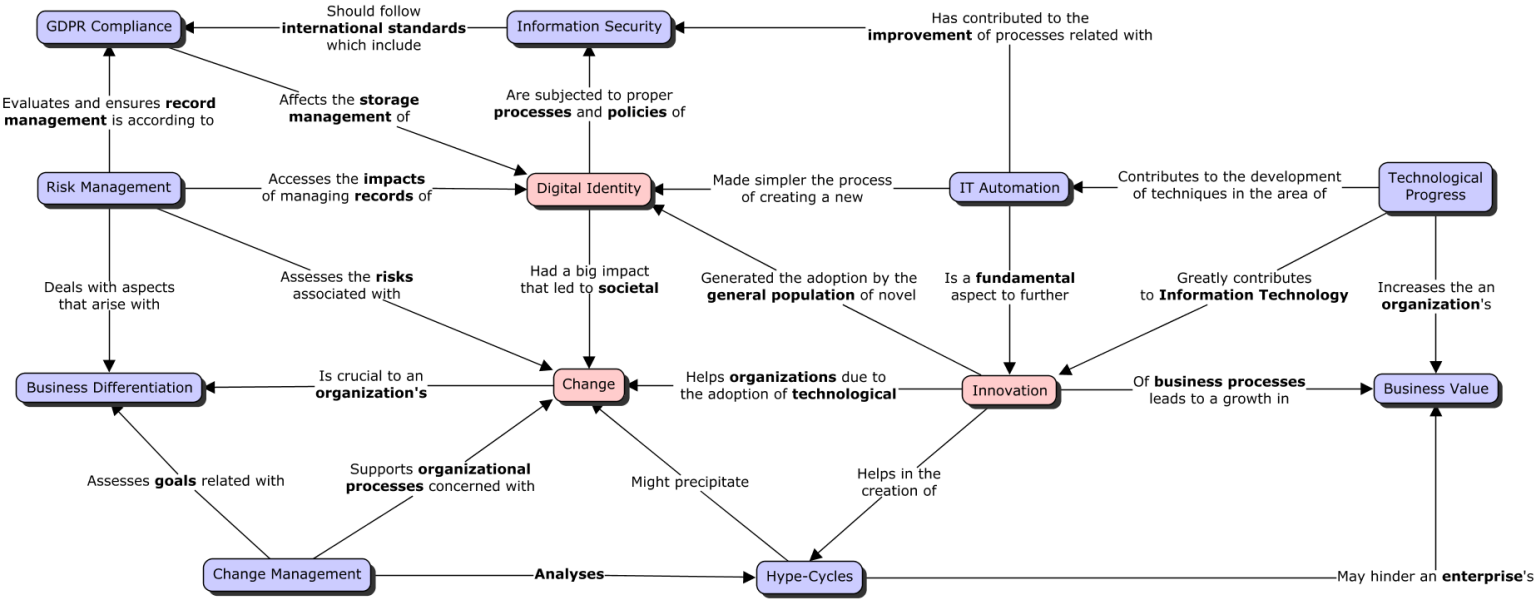
GSI (Case H) - Students numbers (5 digits): 82069 - 87524

1 – Conceptual analysis



Concept	Definition (one sentence by concept)
Business Differentiation	The process of **distinguishing** a **product** or **service** from others, in order to make it more **attractive** to a **target market**.
Business Value	Concept encompassing all elements that determine the **well-being** and **health** of a **business**, such as financial **assets**, **trademarks**, and brand **recognition**.
Change	Method of **changing** an **organization's** processes, strategies, culture, and **technologies**, as well as the effect of those **changes** on the **given organization**.
Change Management	Collective term for **procedures** based on the **assessment**, **preparation**, **support**, and **review** to help **individuals**, **teams**, and organizations **producing organizational change**.
Digital Identity	Set of attributes related to an **entity** used in **IT systems** to represent a **person**, **organization**, **system**, or **application**.
GDPR Compliance	Is the act of **complying** to **GDPR** - a **regulation** that requires **businesses** to protect the **personal data** and privacy of EU citizens for transactions that occur within its member states.
Hype-Cycle	Provide a **graphic representation** of the maturity and adoption of **technologies** and **applications**, and how they are potentially relevant to **solving** real **business** problems and exploiting new **opportunities**.
Information Security	Practice of preventing **unauthorized access**, **use**, **disclosure**, **disruption**, **modification**, **inspection**, **recording** or **destruction** of **information**.
Innovation	Organization's **process** focused on the introduction of **new** ideas, **workflows**, **methodologies**, **services**, and **products**.
IT Automation	Process of **utilizing software** to create repeatable **instructions** and **processes** to replace or reduce **human interaction** with **IT systems**.
Risk Management	**Identification**, **evaluation**, and **prioritization** of **risks** followed by coordinated organizational actions to **minimize** and **control** the probability of **harmful events** affecting the **organization**.
Technological Progress	Introduction of **new** and **improved methods** of developing **products** leading to an increase in **productivity** of **labour**, **capital**, and other **business factors**.

2 – Description of the analysis

With this concept map we plan on expanding upon the following points:

- **Innovation**, being the result of **Technological Progress**, is the main **catalyst** for **Change** in the **Information Technology** and landscape of modern-day **organizations**, leading to the **implementation** of new **automation** practices and **innovative techniques** which contribute to an enterprise's **business success**.
- Furthermore, **Changes** lead **organizations** to effectively deal with **novel business challenges,** thus allowing for the **differentiation** against the **competition** in the way **commercial obstacles** are tackled and new **solutions** are offered, leading to the **growth** of one's **business value**.
- Moreover, **efficient implementation** of technological **change** is a subject that should be **meticulously undertaken**. These **change-acceleration procedures** are conducted according to **change management policies**, that look forward on effectively implementing change of **information technology processes** and ensure these are not **conducted solely** following the **hype** of **potential technological innovation**.
- Additionally, we would like to acknowledge the **rise** and **popularity** of **Digital Identities** in modern-day **society**. In an ever-**changing** world where nowadays every **citizen**, **family** and **organization** look on **developing** their **online identities**, enterprises that **store** and **manage** personal data must apply **information security procedures** and **risk management strategies** to comply with the **growth** of **data protection policies** being implemented by national entities.

Concluding, one can observe that the main concepts interlinking the remainder are those of **Innovation** and **Change**. Through the **progress** and **automation** of **Information Technology**, **innovation** will arise, leading to **changes** in the adoption of **digital identities** by everyone around the world and in the **conduction** and **differentiation** of **business** by organization which leads to an increase not only in **business value**, but in the **risks** that come associated with **managing** and **securing customer's data**.

3 – Research

Having in mind the **present** moment in which many people need to practice **social-distancing** and thus **remain home**, and after studying the scenarios below, we came up with four distinct **recommendations** for a national **government** to improve its **public services**:

Low growth, managed transition • **Hospitals** can be provided with **automated, intelligent machines** that **substitute** jobs. • Government should still support workers in transitioning to a more **specialized** role (such as dealing with the current **outbreak**). • This way, **costs** are **reduced**.	***Tech for better lives*** • **Hospitals** can be provided with **intelligent machines** that **complement** the health professionals' work (don't **substitute** it). • **Innovation** is supported, potentially boosting **welfare** and **GDP**. • Ideal Scenario.
Low growth, low welfare • Decreasing elementary, middle, high school, and university **teachers'** work **hours** by half**.** • As a **substitution** of the lost hours, the correspondent students will be faced with **change** in their study method, being provided with **e-learning** platforms (such as **Google Classrooms** or Kahoot). • This way, **costs** are **reduced**.	***High growth, low welfare*** • **Remote communication** can be used (tools such as **Zoom** or Microsoft Teams), both in **education** and in **business**, where user's **digital identity** is used to log in. • This can lead to extra **productivity** and **growth**, given possible **extra hours** of **work**. • **Innovation** is supported, but welfare can be prejudiced due to increased **stress**.

After analysing all the different scenarios, we can observe that "Low growth" ones tend to **reduce** costs and **substitute** labour, while "High Growth" ones tend to focus on **innovating** and **augmenting**. On another hand, the "Low welfare" scenarios tend to have a **reactive** management of transition, while the remaining are more **proactive**.

4 – Topic for discussion

We would like to have a better understanding of the **impact** that an **innovative technology** such as **Machine Learning** can have in an organization and how it can help that organization **grow** (such as improving its **sales** thus helping the organization **earning** and **saving** more money).