

Popular science summary of the project

The influence of digital technologies on the development of modern civilization is obvious, but a systematic scientific description of this development is extremely difficult, although it is also extremely necessary. Project of the advanced humanistic management as a field of research on mass technosocial phenomena presents a systematic theory and a model allowing such a description to be drawn up. This requires three basic steps: the first step is to create an interpretation of the reality in which these technologies work in such a way that it has a clear, relatively ambiguous and appropriate to the object character, the second step allows on the basis of such interpretation to propose a method to analyze this reality, the third step assumes justification of the sense of the whole structure.

In the project, the role of the first step is fulfilled by the idea of two interconnected spaces: the first being a space of facts, this space can be identified with the surrounding world and the second, built on the first, which is the space of judgments, opinions, messages, interpretations and convictions about these facts. Such a complex, often contradictory and not necessarily true substance of content is discourse - a linguistic creation storing knowledge about the world. Although this knowledge is variable, incomplete, it can also be contradictory and untrue, it is the basis of almost all decision-making processes. This is still knowledge, though it has a constructivist character.

The second step is based on the assumption that both the space of facts and the discursive space is of a complex nature in a scientific sense, i.e. based on a series of assumptions that allow the world to be perceived as a set of a large number of related phenomena. This quantity and relations exclude its description by means of the usual causal dependencies on which traditional science is based and requires a completely different, holistic approach. It enables the use of, among others the idea of dynamical space. This space can have any number of dimensions that describe any possible aspects of the state of the phenomenon. For this reason, the phenomenon becomes a certain abstraction. Such a observed phenomenon, e.g. discourse, can traverse a certain trajectory in this space and in this way it is quite closely described.

The third step is necessary because discourse, complexity or dynamic space come from different sciences, so they require a universal research platform that will justify the meaning of their connection. Such a plane in the project is the so-called advanced humanistic management, which interprets management as an abstract concept that describes pragmatic analytic behavior. This analytical approach is based on the creating a conceptual interpretation of the world which is being managed by justified actions, and thus undoubtedly this world is treated pragmatically. Justification of such an idea requires a philosophical foundation, and in particular an epistemological one.

All three steps allow to create a structure, used by the project to analyze and describe a phenomenon that has been relatively recently named as digital transformation. Digital transformation does not mean the use of digital technologies, but in a much more general way tries to understand the adaptation of organizations in the digital environment. Depending on how the concepts of organization and environment are understood, digital transformation can cover different areas of the world, and, above all, name different areas of the world, creating various types of discourses about it, constituting real knowledge, which in turn shapes understanding of digital transformation. It means that digital transformation can be understood differently and it could cover various facts from the real world, but in reality all these versions exist simultaneously and produce effects resulting from the complex addition of all these versions. Understanding these processes is crucial both in the research process and in the application of the knowledge accumulated in this way.