



# زیرساختهای رهبری ۴/۰ و توسعه فرهنگ سازمانی دیجیتال

حبیب کراری

[KARRARI@UT.AC.IR](mailto:KARRARI@UT.AC.IR)

[linkedin.com/in/karrari](https://www.linkedin.com/in/karrari)



CHART 1

## Digital transformation

The digitalization of industrial and social infrastructures is accelerating throughout the world.

Digital transformation becomes a pillar of industrial policy.



IoT   Artificial intelligence   Robotics   Big data   Blockchain

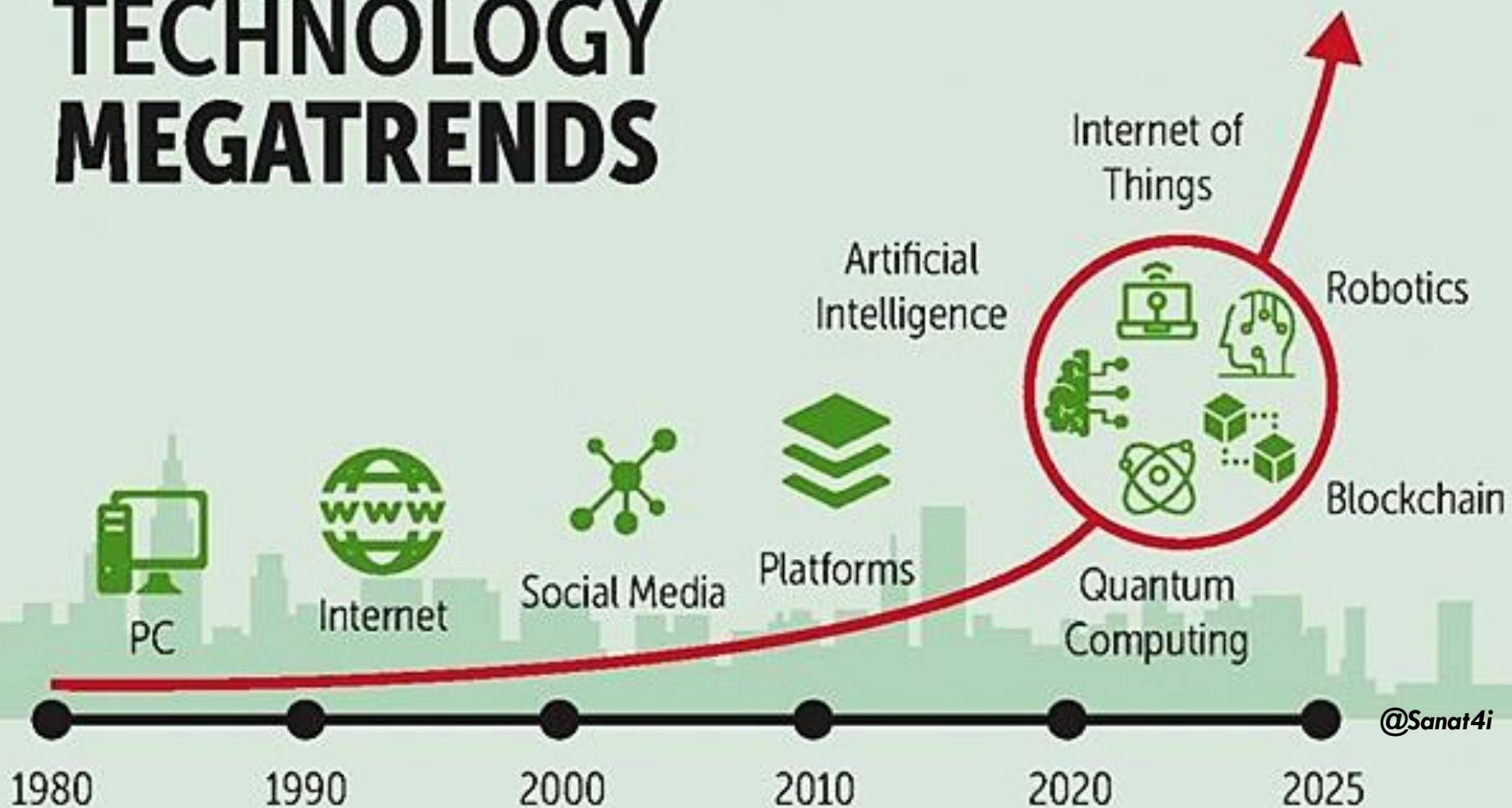
*Source: Compiled by the author*



@Sanat4i

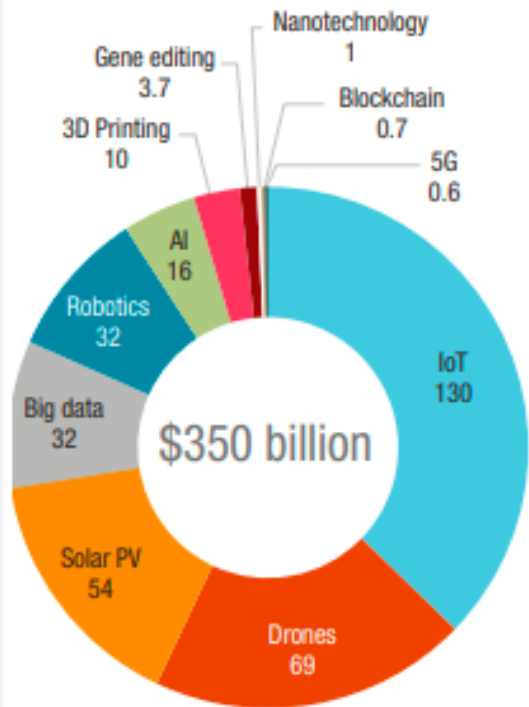
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# TECHNOLOGY MEGATRENDS

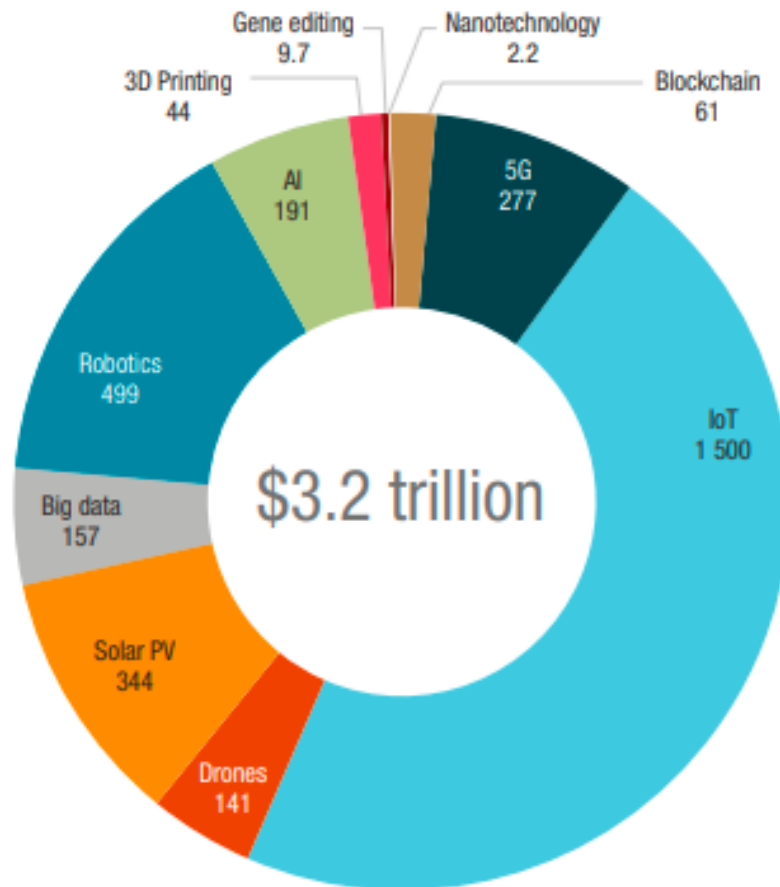


Market size estimates of frontier technologies, \$billions

2018



2025



Source: UNCTAD based on data estimates from Froese (2018), MarketsandMarkets (2018), Sawant and Kakade (2018), Business Wire (2019), Chaudhary et al. (2019), GlobeNewswire (2019), MarketsandMarkets (2019), MarketWatch (2019a), MarketWatch (2019b), Raza (2019), Tewari and Baul (2019), Wagner (2019), Mordor Intelligence (2020).

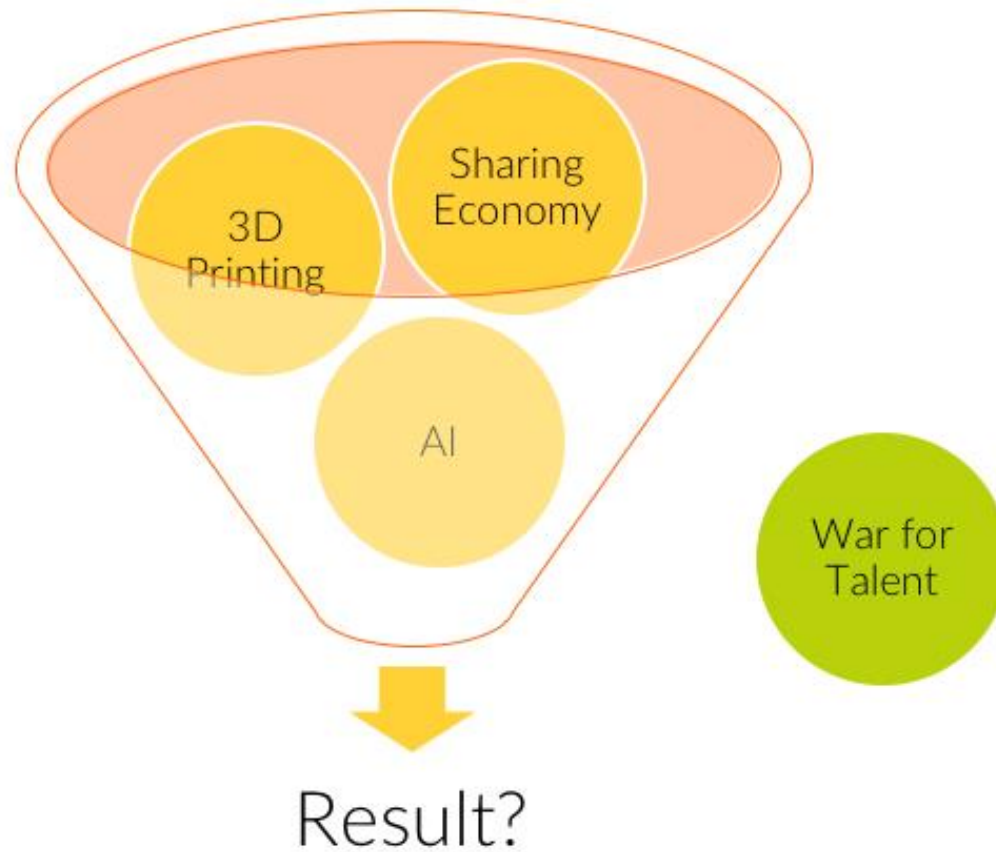




FreeBalance International  
Steering Committee

2018 MIAMI USA

## MIND THE INDUSTRY 4 GAP



@industry4iran

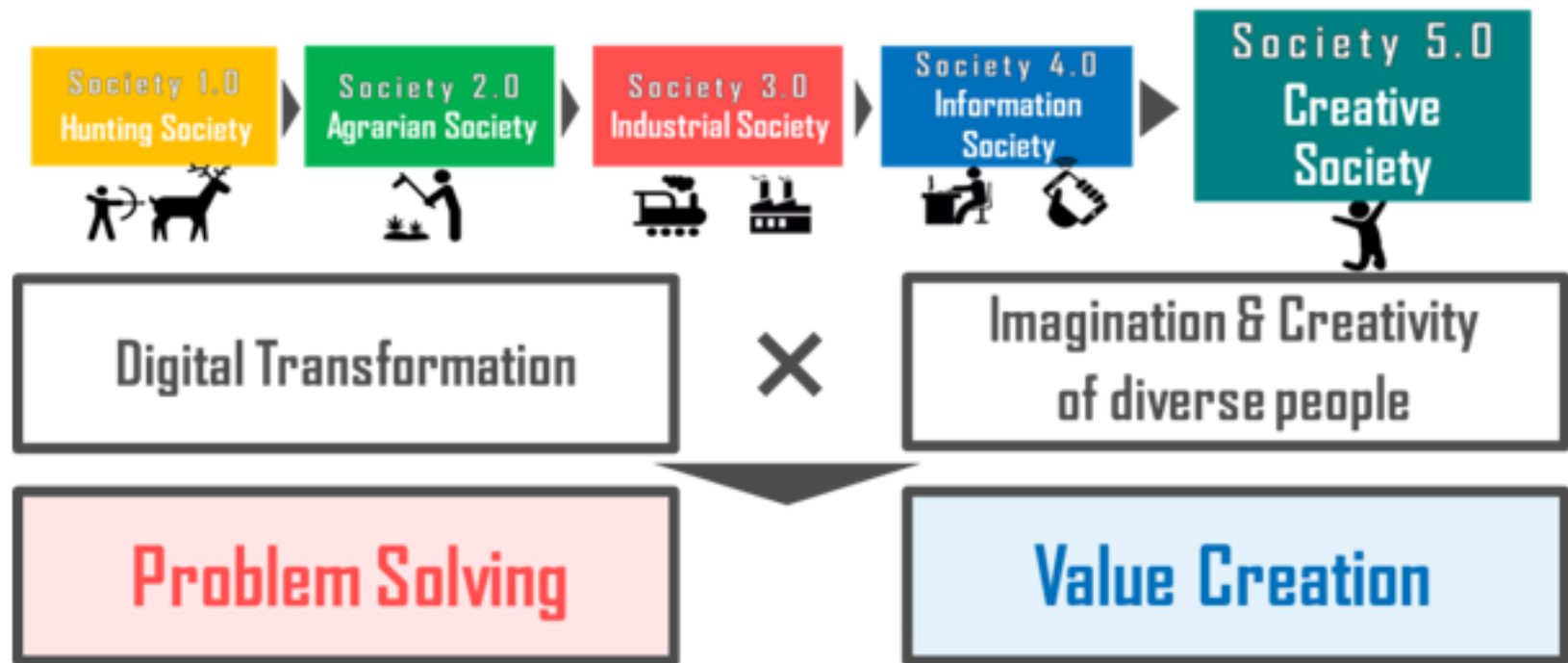
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# پخش فیلم

# یک سوال

به نظر شما هوش مصنوعی، در ۳ تا ۵ سال آینده، چه  
نقشی در مدیریت سازمانها خواهد داشت؟





Source: Society 5.0— Co-Creating the Future- (Keidanren)



@Society5

[linkedin.com/in/karrari](https://www.linkedin.com/in/karrari)

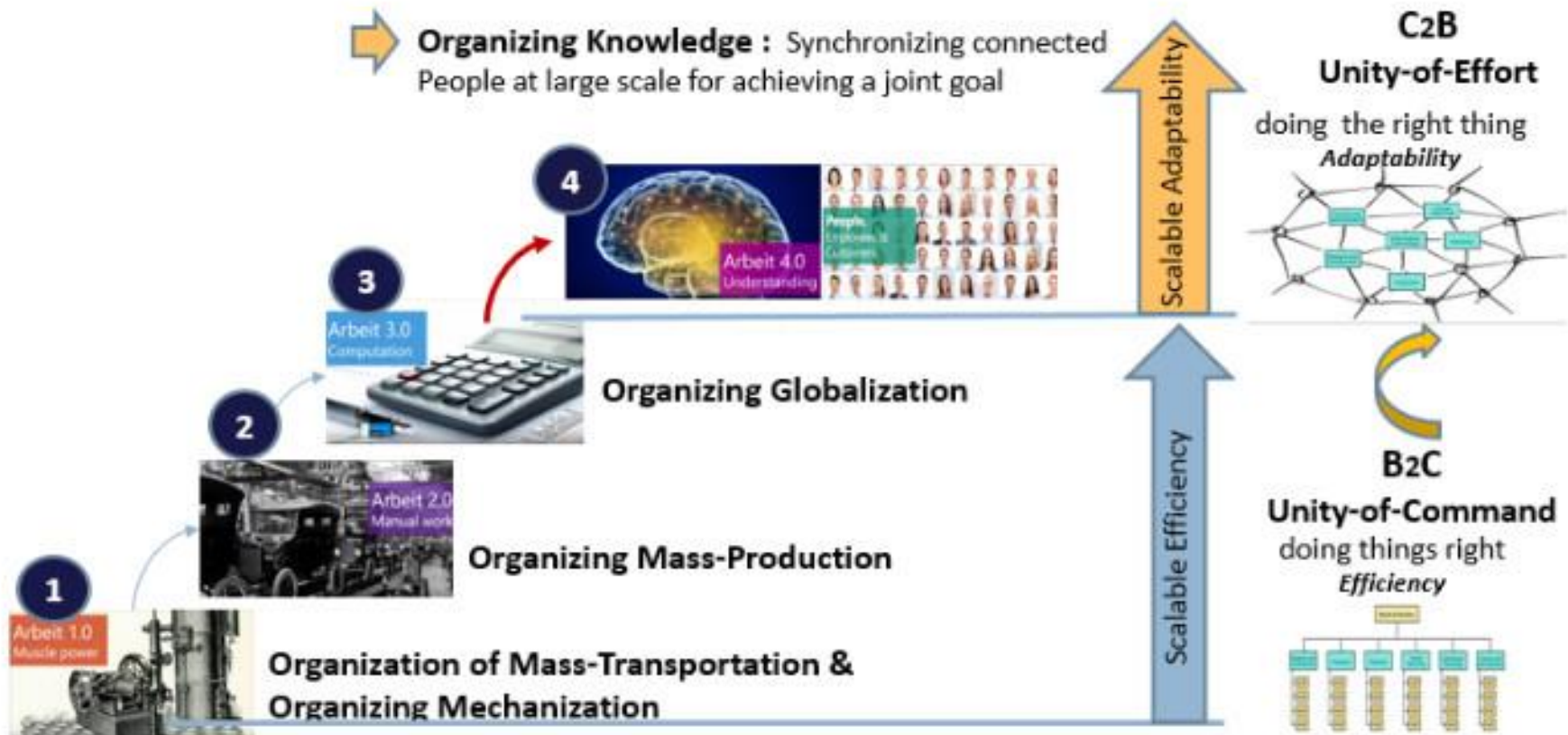


# INDUSTRY 4.0 NEEDS LEADERSHIP 4.0

**Leadership 4.0**  
develops the role of managers



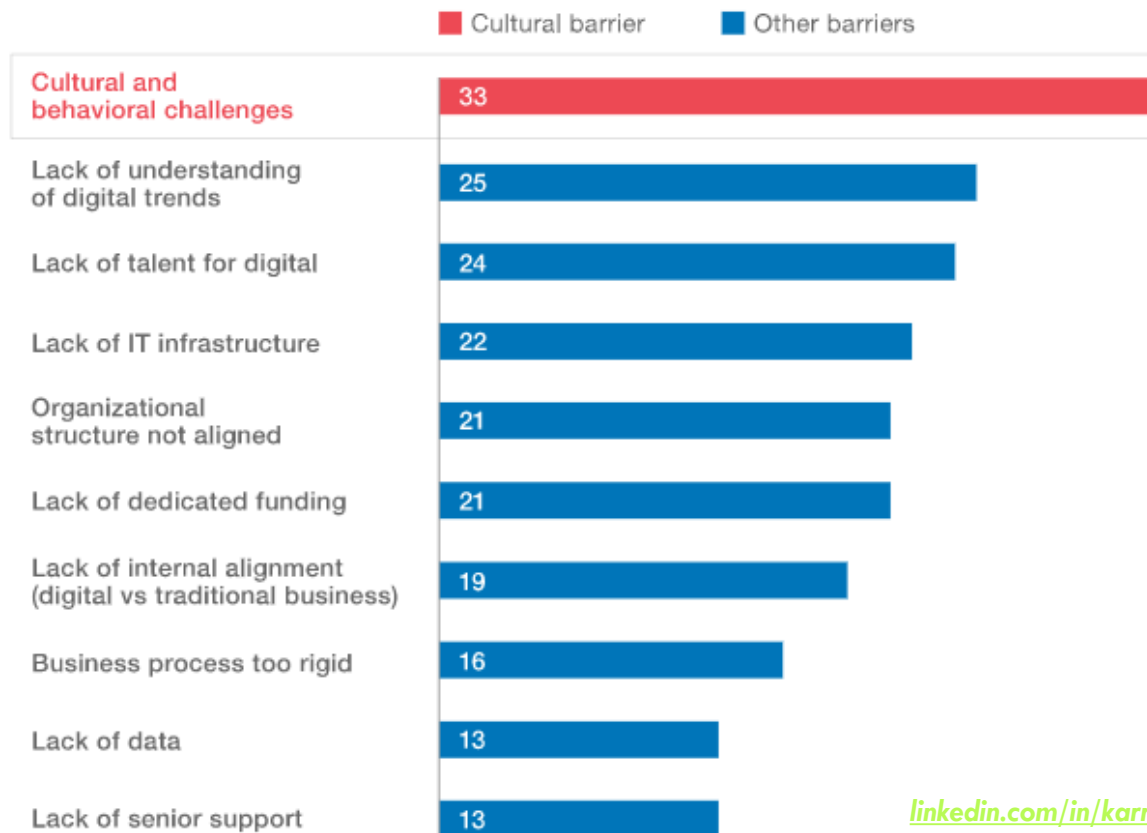
## The Evolution of Business Leadership



# Culture for a digital age

Culture is the most significant self-reported barrier to digital effectiveness.

Which are the most significant challenges to meeting digital priorities?  
% of respondents



# ماتريس رهبري ٤/٠ (انواع رهبران)

## 4.0 Leadership Matrix (c)





## Core activities



Content and  
information



Research and  
innovation



ICT infrastructure



Organisational  
digital culture



Learning, teaching  
and assessment

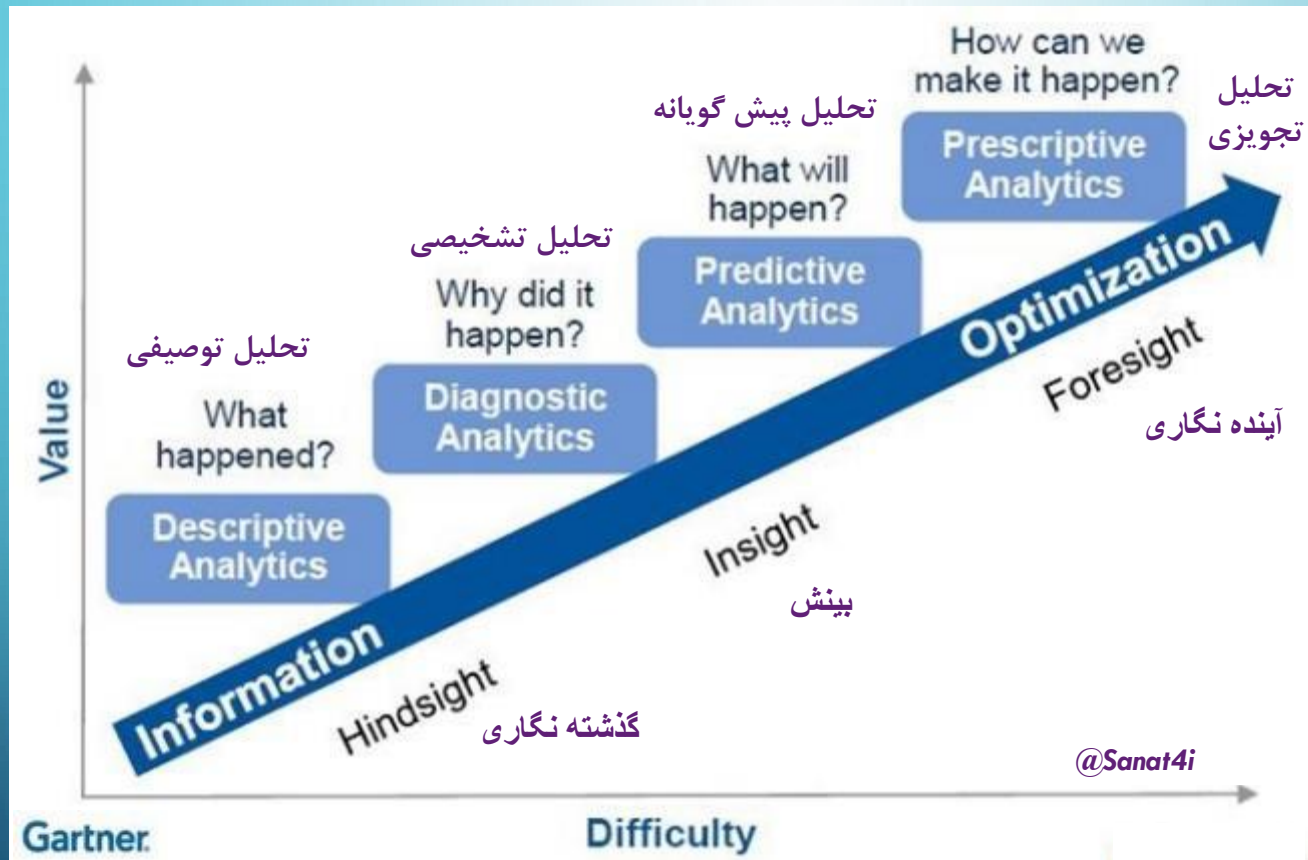


Communication

زیرساختهای  
توانمندی  
دیجیتال  
سازمانی



## چهار فاز تجزیه و تحلیل داده ها

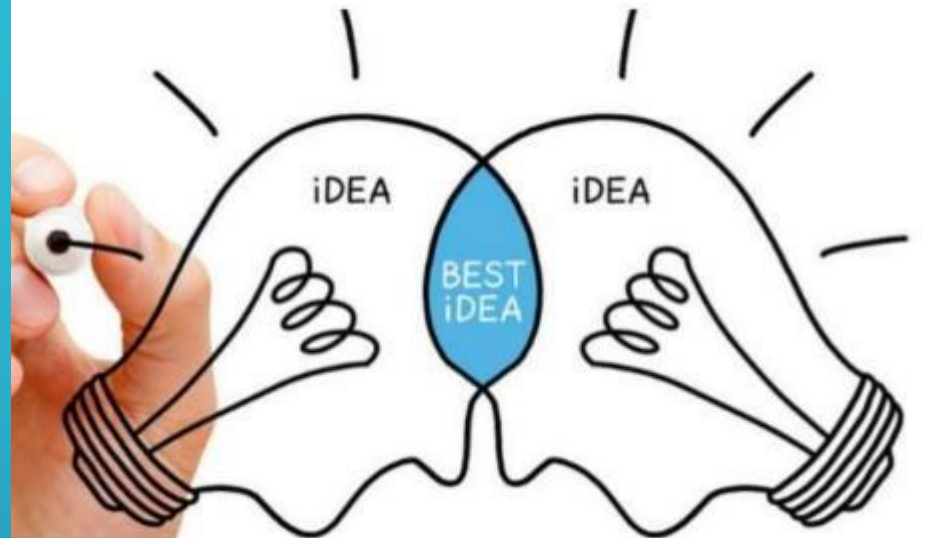


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@Sanat4i

[linkedin.com/in/karrari](https://www.linkedin.com/in/karrari)

## Collaborative Learning Environment



[t.me/sanat4i](https://t.me/sanat4i)

# با تشکر از توجه شما



[idli.st/iran5.0](http://idli.st/iran5.0)



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<https://chat.whatsapp.com/DUayktrlC795APzUAhe6uz>