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Digital Ecosystems as a Productive Model in the New Industrial Organizations Of The Telecommunications Sector

ABSTRACT

The objective of this research is to explain the relationship between work, business and social inclusion in digital ecosystems as a productive model in new industrial organizations in the telecommunications sector, product of the massive adoption of digital information and communication technologies so that their interaction, digitization and connectivity contribute efficiently to the productivity and competitiveness of the new technological era. Among the theoretical and epistemological references that support the study are the approaches of the fourth industrial revolution Klaus Schwab (2016), Raúl Katz (2015), General Systems Theory Bertalanffy (1975), Joseph Blanch (1996), The social psychology of work, McKinsey (2017-2019), Digital technology. For the approach to the study, the hypothetical-deductive method was applied with a mixed design of a documentary and field nature under the type of explanatory research. As a result, the creation of an agile, fast and virtual company with a greater: talent market, diversity of collaborations, competitive advantages, inclusion, adaptation and innovation process with a great value chain in the social and productive field that generates new business of inclusive models with gender diversity as a competitive advantage and a culture focused on people, with management of technology. Finally, the creation of a new socio-productive model is presented as a theoretical construction as a formal graphic model elaborated on the basis of concepts and constructs whose relationships represented in six areas allow defining the context of organizational dynamics in the digital ecosystem as a productive functionality of the telecommunications sector in Venezuela.

Descriptors: digital ecosystem, production model, organization, company, technology, telecommunications.

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