# DIGITALIZATION & GLOBALIZATION

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## *Abstract*

*The 21st Century is one of momentous change. It has two defining elements: accelerated advances in digitalization; and the spread of globalization in just about every aspect of our lives. Like the fall of the Berlin Wall, 9/11, Climate Changes, and the COVID pandemic, both have changed in ways we are still trying to fully understand; let alone manage and govern. We need an entire new lens to do this, similar to the current Webb Telescope, which is giving us new and unimagined insights into our multiverse. The world went from a bi-polar competition to one with multiple axes: Africa, Americas, Asian-Pacific, China, Europe, India, Middle East, and Russia. Digitalization is the glue that holds globalization together. As science accelerated our break-throughs in vaccines against COVID, so we need an understanding and incorporation of cultural anthropology in digitalization: on how we design, code, manage, and disseminate our digital technologies, such as Artificial Intelligence, analysis and interpretation of Big Data, and use of The Cloud.*

*Hence, Cultural Anthropology should be that new lens. Dr. Max Boisot, in his book "INFORMATION & ORGANIZATIONS – The Manager As Anthropologist" , makes eloquent and practical arguments for this lens. Unfortunately, we are all humans with such complex minds that we don't even fully understand ourselves, let alone each other. Anthropology is an underestimated and underused discipline. One of my favorite textbooks for teaching Organizational Behavior is "When Cultures Collide – Leading Across Cultures" , by Richard Lewis. Cultural diversity is a reality of globalization and digitalization, and we neglect it at our peril. I myself have authored a book "21 For 21: Leading the 21st Century Global Enterprise," where I address some of these issues. One editor suggested we rename Artificial Intelligence (AI) to Anthropological Intelligence. Imagine the depth, or lack of it, of cultural understanding by the designers and programmers who create the algorithms and code for AI.*

*In summary, I grew up in a universe; and one day discovered it is really a multiverse. We need to reconceptualize/reprogram ourselves and our environment to adapt to this reality. I don't have answers, but have many questions. If we have the right questions, we can find the right answers.*

*About the author:  Author, Scholar, Professor, Editor-emeritus.*