

Value Harmonization in the Digital Age

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Abstract

The digital age has ushered in a transformative era of technological advancement, reshaping the way we live, work, and interact. During this technological evolution, the alignment and harmonization of core values have become paramount. Value harmonization in the digital age is a complex and dynamic process that seeks to unify fundamental principles across individuals, organizations, and societies within this rapidly changing landscape. In this abstract, we explore the multifaceted dimensions of value harmonization, acknowledging its ethical, cultural, and societal implications. The abstract underscores the importance of creating a global framework for shared values while respecting diverse cultural norms. It highlights the need for inclusivity, cybersecurity, and education to ensure that digital technologies are accessible, secure, and used responsibly. The ethical dilemmas posed by technology, such as privacy concerns and algorithmic biases, are also recognized. Regulations and corporate responsibility are seen as pivotal elements in guiding ethical behavior, as businesses and governments play crucial roles in shaping the digital environment. Striking a balance between technological innovation and value upholding is a main challenge.

Ultimately, the abstract emphasizes that value harmonization is an ongoing, adaptive process. It calls for the continuous evolution of ethical frameworks that evolve in step with technology. In a world where digital technologies are increasingly pervasive, value harmonization is not a mere option; it is a necessity. The abstract underscores that it is only through a collective commitment to fundamental values that the full potential of digital technologies can be harnessed, ensuring their enhancement of our lives, societies, and the world as a whole.

Keywords

Value, harmonization, digital age, conceptual model

1. Introduction

In the contemporary digital era, our lives are increasingly intertwined with technology. The pervasive influence of digital technologies, from the Internet and social media to artificial intelligence and the Internet of Things, has transformed the way we communicate, work, and live. This digital transformation has brought numerous benefits, such as improved connectivity, convenience, and efficiency. However, it has also raised important questions about the alignment and harmonization of values in this new landscape. Value harmonization in the digital age refers to the essential process of aligning and unifying core values, ethics, and principles across individuals, organizations, and societies within the context of rapidly evolving digital technologies. As we navigate this digital landscape, the need to ensure that fundamental values are shared and upheld becomes increasingly critical. The digital age presents unique challenges and opportunities for value harmonization. It introduces ethical dilemmas related to privacy, data security, algorithmic bias, and digital ethics. It calls for global collaboration to create common standards and agreements that transcend geographical borders. It demands the harmonization of values while respecting the rich tapestry of cultural diversity. It emphasizes inclusivity and accessibility, ensuring that digital technologies do not discriminate and are available to all. It

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necessitates a robust approach to cybersecurity, protecting digital systems and data from emerging threats. It underscores the importance of education and awareness to promote digital literacy and responsible use of technology. This digital transformation also requires governments and industries to shoulder responsibilities for harmonizing values. Regulations, corporate social responsibility, and transparency play integral roles in this process. Striking a balance between fostering technological innovation and upholding the core values of privacy, security, and equity is a central challenge in the digital age. Value harmonization is not a static goal but an ongoing, dynamic process. It involves multiple stakeholders, including governments, businesses, civil society, and individuals. It necessitates continuous adaptation and the development of ethical frameworks that evolve with technology. In this ever-changing digital landscape, value harmonization is the compass that guides our actions and decisions, ensuring that technology remains a force for the betterment of humanity. This exploration of value harmonization in the digital age will delve into the core aspects of this critical subject. It will examine the ethical challenges posed by digital technologies, the global efforts to establish common values, and how diverse cultures and societies contribute to this harmonization. It will also discuss the importance of inclusivity, cybersecurity, education, and the roles of governments and industries in this process. As we progress through the digital age, value harmonization is not merely an option; it is a necessity. Only by fostering a collective commitment to upholding fundamental values can we harness the full potential of digital technologies and ensure that they enhance our lives, societies, and the world as a whole.

2. Conceptual model for value harmonization

Creating a conceptual model for value harmonization in the digital age involves developing a framework that outlines the key components and interactions necessary for aligning and unifying values across individuals, organizations, and societies. This model can serve as a guide for understanding the complexities of value harmonization and for designing strategies to achieve it. Let us present a simplified conceptual model for value harmonization.

Core Values and Principles.

At the heart of the model are core values and principles, such as ethics, privacy, security, inclusivity, and transparency. These values form the foundation upon which value harmonization is built.

Technology Ecosystem.

The digital age is characterized by a vast technology ecosystem, which includes the internet, social media, artificial intelligence, and more. This ecosystem both enables and challenges the harmonization of values.

Stakeholders.

Value harmonization involves various stakeholders, including individuals, governments, businesses, non-governmental organizations (NGOs), and international bodies. Each group has a role to play in shaping and aligning values.

Ethical Dilemmas and Challenges.

The digital age presents a range of ethical dilemmas and challenges. These can include issues related to data privacy, algorithmic bias, cybersecurity, and the impact of technology on society.

Cultural Diversity and Global Collaboration.

Cultural diversity is acknowledged as a significant factor in value harmonization. Different cultures may have unique values and norms, and the model recognizes the importance of respecting and embracing these diversities. Global collaboration is essential for setting common standards and agreements that transcend borders.

Education and Awareness.

Promoting digital literacy and raising awareness about the ethical and societal implications of digital technologies is a key component of the model. Education ensures that individuals are informed and responsible digital citizens.

Regulations and Corporate Responsibility.

Governments play a role in shaping the regulatory environment, while businesses have a responsibility to uphold ethical standards. Regulations and corporate social responsibility are vital for guiding ethical behavior.

Balancing Innovation and Responsibility.

A central challenge is the balance between fostering technological innovation and upholding core values. The model recognizes that innovation and responsibility are not mutually exclusive; they should coexist.

Inclusivity and Accessibility.

The model highlights the importance of ensuring that digital technologies are accessible to all and do not discriminate. Inclusivity is a core value.

Cybersecurity.

In an age of increasing cyber threats, maintaining the integrity of digital systems and data is crucial. The model acknowledges the significance of cybersecurity in value harmonization.

Common Standards and Agreements.

This component represents the efforts to establish common global standards and agreements, such as international treaties, industry regulations, and ethical guidelines.

Adaptation and Evolution.

Value harmonization is an ongoing, dynamic process. The model recognizes the need for continuous adaptation and the development of ethical frameworks that evolve with technology.

Impact on Society.

Ultimately, value harmonization has a significant impact on society, influencing how technology is used and its effects on individuals and communities.

This simplified model illustrates the interplay of various elements in the complex process of value harmonization in the digital age. It's important to note that the actual model used in academic or practical contexts may be more detailed and tailored to specific situations, but this provides a broad overview of the key components involved.

Let's look at transition priority on the way to the digital age (Table 1).

Table 1
Values priority on the way to the digital age

No	Values	Initial Internet Assessment 2000	Digital Age Assessment 2023
1	Core Values and Principles	Low	High
2	Technology Ecosystem	Medium	Very High
3	Stakeholders	Medium	High
4	Ethical Dilemmas and Challenges	Low	High
5	Cultural Diversity and Global Collaboration	Low	Very High
6	Education and Awareness	Medium	High
7	Regulations and Corporate Responsibility	Medium	Very High
8	Balancing Innovation and Responsibility	Low	High
9	Inclusivity and Accessibility	Low	High
10	Cybersecurity	Low	Very High
11	Common Standards and Agreements	Low	High
12	Adaptation and Evolution	Low	High
13	Impact on Society	Low	Very High

Source: Authors

This assessment was done by a group of 14 independent experts with the application of creative technology. According to the task, experts assess the time scale from 2000 until 2023. They define big changes in qualified assessment according to priority.

Value harmonization in the digital age refers to the process of aligning and unifying core values across individuals, organizations, and societies in the context of the digital era. In a rapidly

changing and interconnected world, it's important to ensure that fundamental values, such as ethics, privacy, security, and inclusivity, are shared and upheld. This harmonization can be a complex challenge, as digital technologies have the power to both enable and disrupt traditional value systems.

Let's look at some key points related to value harmonization in the digital age.

Ethical Consideration. The digital age has introduced new ethical dilemmas, such as privacy concerns, algorithmic bias, and data security. Harmonizing ethical values involves developing and adhering to ethical guidelines and standards in the use of digital technologies.

Global Collaboration. With the internet connecting people worldwide, there is a need for global collaboration to harmonize values. International agreements and standards can help ensure that core values are respected and upheld across borders.

Cultural Diversity. Different cultures have unique values and norms. Harmonizing values in the digital age should respect and embrace cultural diversity while finding common ground on fundamental principles.

Inclusivity and Accessibility. Ensuring that digital technologies are accessible to all and do not discriminate is a crucial aspect of value harmonization. This includes making digital resources available to marginalized communities.

Cybersecurity. As more aspects of our lives move online, cybersecurity becomes a fundamental value. Harmonizing values in this context involves protecting digital systems from threats and ensuring the integrity of data.

Education and Awareness. Promoting digital literacy and awareness of the ethical and societal implications of digital technologies is essential for value harmonization.

Government and Industry Responsibility. Governments and businesses have a role to play in harmonizing values. Regulations, corporate social responsibility, and transparency are all essential in this regard.

Balancing Innovation and Responsibility. Balancing the drive for technological innovation with the responsibility to uphold core values is a key challenge in the digital age.

Value harmonization in the digital age is an ongoing process that involves multiple stakeholders and requires continuous adaptation as technology evolves. It's about finding common ground and shared values while respecting the diversity and complexity of the digital landscape.

The impact of key drivers of harmonization is presented in Table 2.

Table 2
Impact of Key Drivers of Harmonization

No	The key driver of harmonization	Level of impact
1	Ethical Consideration	Low
2	Global Collaboration	Medium
3	Cultural Diversity	Low
4	Inclusivity and Accessibility	Medium
5	Cybersecurity	High
6	Education and Awareness	High
7	Government and Industry Responsibility	High
8	Balancing Innovation and Responsibility	High

Source: Authors

These results were developed by a group of 14 independent experts and define the qualitative level of influence key driver of harmonization on the future values.

3. Literature review

Ongoing economic and financial digitalization is making individual data a key input and source of value for companies across sectors. The data policy frameworks are being reviewed around the world to strike a balance between privacy and societal needs on one hand and economic and financial benefits on the other, albeit from a mostly national or regional perspective [1].

The book written by Michael Negnevitsky [2] provides a comprehensive overview of artificial intelligence, including discussions on ethics and values in AI. It shows how to build intelligent systems drawing on techniques from knowledge-based systems, neural networks, fuzzy systems, evolutionary computation and now also data mining.

Artificial Intelligence: Foundations of Computational Agents presents AI using a coherent framework to study the design of intelligent computational agents. By showing how the basic approaches fit into a multidimensional design space, readers learn the fundamentals without losing sight of the bigger picture. [3].

Let's look at the book Oxford University Press "Superintelligence: Paths, Dangers, Strategies". If machine brains one day come to surpass human brains in general intelligence, then this new superintelligence could become very powerful. As the fate of the gorillas now depends more on us humans than on the gorillas themselves, so the fate of our species then would come to depend on the actions of the machine superintelligence. [4]

The book Reprogramming the World. Cybertopia and the Unmaking of the World by Erik Brynjolfsson and Andrew McAfee touches on the broader implications of AI for society, including the need for value alignment [5].

The book Alignment Problem: Machine Learning and Human Values by Brian Christian focuses on the challenge of aligning machine learning systems with human values and the ethical dilemmas involved. The mathematical and computational models driving these changes range in complexity from something that can fit on a spreadsheet to a complex system that might credibly be called "artificial intelligence." They are steadily replacing both human judgment and explicitly programmed software [6].

Artificial intelligence (AI) and robotics are digital technologies that will have a significant impact on the development of humanity. They have raised fundamental questions about what we should do with these systems, what the systems themselves should do, what risks they involve, and how we can control these. "Ethics of Artificial Intelligence and Robotics" edited by Vincent C. Müller. This collection of essays delves into various ethical issues related to AI and robotics [7].

For applying the value harmonization model competencies approach was used [8, 9, 10]. Key processes and competencies for the creation of project value in the digital environment are presented in [11,12,13].

The important role of value creation in the digital era is critical thinking and intelligence [14, 15,16].

Development management capacity in the digital era is discussed in [17, 18, 19].

4. Value harmonization model in the digital era

4.1. Individual competencies for value creation in the digital era

The digital era has revolutionized the way individuals access information, communicate, and interact with the world. It has opened up numerous opportunities for value creation at the individual level. Ways in which the digital era creates value for individuals are presented in Table 1. For setting up the priority of individual competencies, used the Ukrainian case Autumn 2023 year.

Table 3
Priority of individual competencies for value creation

№	Competencies	Priority
1	Access to Information. Digital technologies have made it easier for individuals to access a vast amount of information on a wide range of topics. This enables lifelong learning, self-improvement, and informed decision-making.	High
2	Education and Skill Development. Online courses, webinars, and e-learning platforms provide individuals with the opportunity to acquire new skills, gain certifications, and enhance their qualifications, often at their own pace and convenience.	High
3	Remote Work. The ability to work remotely allows individuals to enjoy flexibility in their work schedules, reduce commuting time and expenses, and achieve a better work-life balance.	Very high
4	Entrepreneurship. Digital tools and platforms have made it easier for individuals to start and grow their businesses, whether as freelancers, e-commerce entrepreneurs, or content creators.	High
5	Access to Healthcare. Telemedicine and health apps offer individuals greater access to medical consultations, healthcare information, and personalized wellness plans.	High
6	Online Shopping. E-commerce platforms provide convenience and a wide range of products at individuals' fingertips, often with personalized recommendations.	Low
7	Social Connections. Social media and messaging apps enable individuals to connect with friends, family, and communities, even when geographically distant.	High
8	Personal Finance Management. Digital banking, budgeting apps, and investment platforms help individuals manage their finances more effectively and make informed financial decisions.	Low
9	Entertainment and Content. Streaming services, gaming, and digital media platforms offer endless entertainment options, including movies, music, books, and video games.	Low
10	Travel and Exploration. Digital tools and apps help individuals plan trips, book accommodations, and access travel information, allowing for more adventurous and well-informed travel experiences.	Low
11	Fitness and Health Tracking. Wearable devices and fitness apps assist individuals in tracking physical activity, monitoring health metrics, and achieving their fitness goals.	Low
12	Privacy and Security. Digital technologies empower individuals to secure their personal information and online presence through encryption, two-factor authentication, and cybersecurity tools.	High
13	Environmental Awareness. Digital tools and platforms provide information and resources for individuals to make eco-friendly choices and reduce their environmental footprint.	High
14	Productivity and Time Management. Productivity apps and tools help individuals better organize their tasks, schedules, and goals.	High
15	Crisis Response and Safety. Digital communication can be critical for individuals during emergencies, providing access to emergency services, real-time information, and location-based alerts.	Very high
16	Mental Health and Well-being. Digital mental health apps and resources offer support, self-help strategies, and stress management techniques to promote well-being.	High
17	Personal Branding and Networking. Online presence and social networking can help individuals build personal brands, connect with like-minded professionals, and explore career opportunities.	Low
18	Accessibility and Inclusion. Digital innovations have improved accessibility for individuals with disabilities, facilitating greater participation in society.	Low
19	E-Government Services. Access to government services online, including tax filing and official documents, simplifies bureaucratic processes and saves time.	High
20	Hobbies and Creativity. Digital tools and communities provide platforms for individuals to explore hobbies, share their creativity, and collaborate with others.	Low

The digital era has transformed various aspects of daily life, offering convenience, personalization, and opportunities for individuals to achieve their personal and professional goals. Individuals need to embrace digital literacy and responsible digital practices to maximize the benefits of the digital era while safeguarding their privacy and security.

4.2. Organizational or business competencies for value creation

In the digital era, organizations and businesses need to develop specific competencies to create value and remain competitive in the rapidly evolving business landscape. The key competencies for value creation in the digital era are presented in Table 4. For setting up the priority of organizational and business competencies, used the Ukrainian case Autumn 2023 year.

Table 4
Priority of organizational or business competencies for value creation

No	Competencies	Priority
1	Data Analytics and Insights. Organizations must be proficient in collecting, analyzing, and deriving actionable insights from data. This competency enables data-driven decision-making and helps in understanding customer behavior and market trends.	Low
2	Digital Marketing. Competence in digital marketing is essential for reaching and engaging with a broader audience through online channels, such as social media, search engines, and email marketing.	High
3	Agile and Lean Practices. The ability to adapt quickly to changing market conditions is crucial. Agile and lean methodologies help organizations respond to customer needs and market shifts efficiently.	Low
4	User-Centric Design. Understanding the user experience and designing products and services with the end user in mind is a key competency for creating value. User-centered design principles enhance customer satisfaction and loyalty.	Low
5	Innovation and Experimentation. The digital era rewards innovation and experimentation. Organizations that are open to trying new ideas and technologies are more likely to discover innovative solutions that create value.	Low
6	Digital Security. In an age of increasing cyber threats, digital security competencies are essential to protect data, systems, and customer trust.	High
7	Ecosystem Collaboration. Building partnerships and collaborations with other organizations, startups, and platforms can help create value by expanding reach, accessing complementary resources, and sharing knowledge.	Low
8	Cloud and Infrastructure Management. Efficiently managing cloud services and infrastructure is crucial for scalability and cost management in the digital era.	Low
9	Artificial Intelligence and Machine Learning. Competency in AI and ML allows organizations to automate processes, gain predictive insights, and provide personalized experiences to customers.	Low
10	Change Management. Digital transformation often requires significant changes in organizational culture and processes. Competency in change management is vital to ensure smooth transitions and employee buy-in.	High
11	Ethical Practices. Organizations must understand and adhere to ethical guidelines and regulations, especially concerning data privacy and the use of AI and automation.	Low
12	Customer-Centricity. Focusing on the customer and their needs is a core competency. Understanding customer journeys and feedback is essential for tailoring products and services.	Low
13	Digital Leadership. Effective digital leadership is crucial for setting the vision, strategy, and direction for the organization's digital initiatives.	High

- 14 Continuous Learning. Competency in continuous learning and adaptation is essential to Low keep up with evolving technologies and market dynamics.
- 15 Sustainability and Social Responsibility. Addressing environmental and social issues is High becoming increasingly important. Organizations that incorporate sustainability into their business strategies can create value and enhance their brand reputation.

These competencies are not exhaustive, and the specific competencies required may vary depending on the industry, organization, and the nature of its digital initiatives. However, developing these competencies can help organizations thrive in the digital era and create sustained value for their stakeholders.

4.3. Society competencies for value creation

In the digital era, creating value for society has taken on new dimensions, driven by technology and innovation. Digital advancements have the potential to address various societal challenges and improve the well-being of communities. Ways in which value can be created for society in the digital era are presented in Table 5. For setting up the priority of individual competences, used the Ukrainian case Autumn 2023 year.

Table 5
Priority of society competencies for value creation

No	Competencies	Priority
1	Digital Inclusion. Ensuring that all members of society have access to digital technologies and the internet. This helps bridge the digital divide, providing opportunities for education, employment, and information access to underserved populations.	High
2	Online Education. Leveraging digital platforms to offer affordable and accessible online education, making learning opportunities available to people around the world, high including those in remote or disadvantaged areas.	Very
3	Telehealth Services. Expanding access to healthcare through telemedicine and remote health monitoring, enables individuals to receive medical consultations and treatments without physical visits to healthcare facilities.	High
4	Social Networking for Social Causes. Using social media and online platforms to mobilize support, raise awareness, and drive social change on issues such as human rights, climate change, and disaster relief.	High
5	E-Government Services. Providing digital government services and e-governance solutions that streamline administrative processes, reduce bureaucracy, and improve citizen services.	High
6	Smart Cities. Implementing digital technologies and data-driven solutions to create more efficient, sustainable, and livable urban environments. These technologies can improve transportation, energy efficiency, and overall city management.	Low
7	Online Philanthropy and Crowdfunding. Using online platforms to facilitate charitable giving and crowdfunding efforts for social causes and nonprofit organizations.	Very high
8	Digital Payments and Financial Inclusion. Expanding access to digital banking and payment systems, making financial services more inclusive, especially for those who were previously unbanked or underbanked.	High
9	Cybersecurity and Data Privacy. Ensuring digital safety and data privacy is crucial to protect individuals and organizations from cyber threats and safeguard sensitive personal information.	High
10	Environmental Monitoring and Sustainability. Utilizing digital sensors, data analytics, and IoT (Internet of Things) technologies to monitor and address environmental issues, such as air quality, water conservation, and waste management.	Low

- 11 Crisis Response and Disaster Management. Using digital tools and platforms for effective Very disaster response, including early warning systems, real-time information sharing, and high coordination of emergency services.
 - 12 Remote Work and Flexible Employment. Offering remote work opportunities, gig High economy jobs, and freelance work, can provide individuals with greater work flexibility and income opportunities.
 - 13 Innovative Healthcare Technologies. Incorporating digital health solutions like wearable Low devices, AI-based diagnostics, and telemedicine to improve healthcare accessibility, efficiency, and patient outcomes.
 - 14 Energy Efficiency and Renewable Energy. Implementing digital technologies to optimize Low energy consumption, integrate renewable energy sources, and reduce greenhouse gas emissions.
 - 15 Online Civic Engagement. Encouraging citizen participation in decision-making processes Low through digital platforms, promoting democracy and accountability.
-

Creating value for society in the digital era is a multifaceted endeavour that requires collaboration among governments, businesses, non-profit organizations, and individuals. The responsible and ethical use of technology plays a crucial role in harnessing digital advancements for the betterment of society.

4.4. Value harmonization model

So, in the digital era, the value of AI-created products must be harmonized, taking into account all its main aspects. Responsibility becomes the top priority for business, so the commercial value of products based on new technologies is no longer the main criterion for decision-making. If certain aspects of the value of such products are questionable and cannot be acceptable taking into account modern requirements, then there is a need to refine the products to ensure harmonization of value.

Thus, the challenge of assessing multidimensional value in the digital age arises as the first step in making decisions about the acceptability of new products based on new technologies. The diagram in Fig. 1 demonstrates the concept of assessing the value of AI products in the processes of their harmonization.

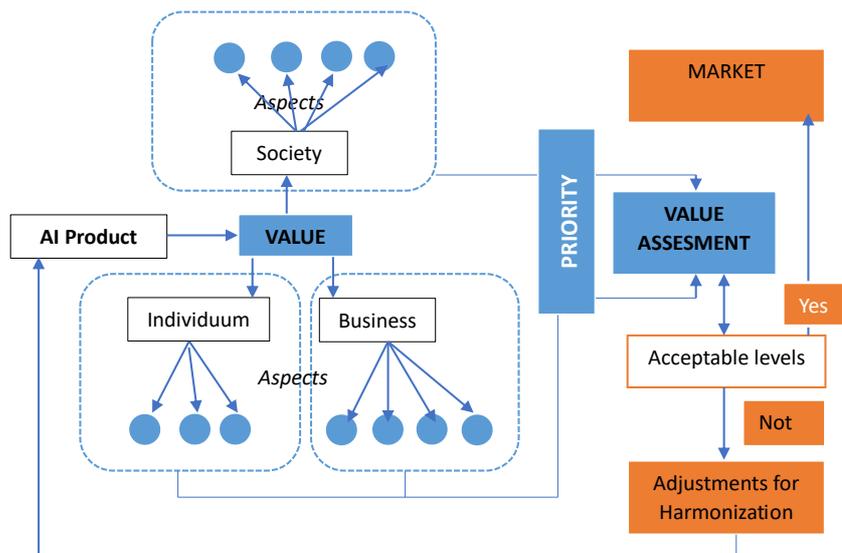


Figure 1: The concept of assessing value towards harmonization in the digital era

The multidimensionality of value as a category is associated with many evaluation points; for AI products the main ones are: society, individual, and business (Fig. 1). At the same time, for each identified assessment point, many aspects are formed that reflect in more detail the structure of the requirements and interests of society, individuals and business.

Naturally, all established and accepted aspects of assessment are not equivalent, which leads to the need to establish a system of priorities. Any assessment is meaningless without establishing acceptable levels; therefore, acceptable levels must be established for each direction (assessment point) of value. If the value components are below acceptable levels, then the AI product requires some modification in this context to ensure value harmonization. If all components of the value of an AI product meet the minimum acceptable limits, then this product can be brought to market. Note that the formation of minimum permissible (acceptable) levels is a rather complex task that requires separate study.

To assess value in the digital age, it is proposed to use the following formula:

$$V = \sum_{i=1}^3 \beta_i \left[\sum_{k=1}^{K_i} \alpha_i^k \cdot S_i^k \right], \quad (1)$$

where $0 \leq V \leq 1$ - common value,

$0 < \beta_i < 1, i = \overline{1,3}$ - priority of assessment direction - point of view on the product,

$0 < \alpha_i^k < 1, k = \overline{1, K_i}$ - priority of the value aspect for each assessment area;

$K_i, i = \overline{1,3}$ - number of value aspects for each direction;

According to the generally accepted approach for priorities (weights), the following conditions must be met:

$$\sum_{i=1}^3 \beta_i = 1, \quad (2)$$

$$\sum_{k=1}^{K_i} \alpha_i^k = 1, i = \overline{1,3}. \quad (3)$$

$0 \leq S_i^k \leq 1$ - assessment of the value of a product from the point of view of each aspect of value is established by expert means (which gives a rather subjective view, taking into account the characteristics of experts), or, which is the most rational, is assessed by artificial intelligence, which must have some basis for comparison and comparison in the form of a set of judgments reflecting the attitude of modern humanity to certain aspects of digital technologies and AI products.

Taking into account the three directions of value assessment - individual, society and business, it is not even the final assessment of value that is of greater interest, but its three components:

$$V_i = \sum_{k=1}^{K_i} \alpha_i^k \cdot S_i^k, i = \overline{1,3}. \quad (2)$$

Thus, the value of the AI product is assessed by taking into account each aspect and its priority, which forms three final assessments (Fig. 2).

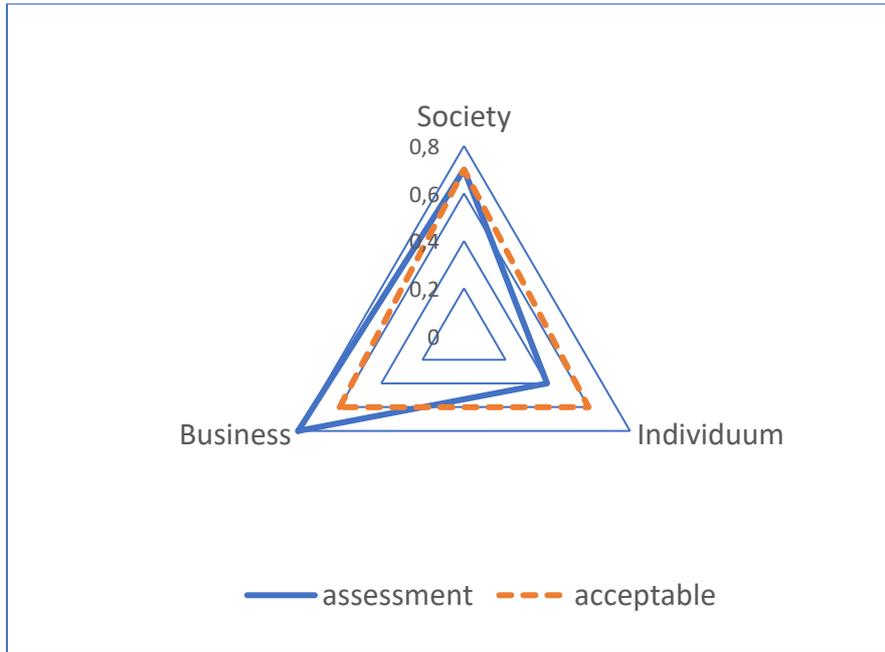


Figure 2: An example of the assessing value components in the digital age

Note that the final assessment of the value V can be used when making decisions, for example, on the selection of appropriate projects for implementation from a variety of alternatives, and are used as restrictions V_i , taking into account the establishment of their minimum acceptable values V_i^{\min} .

Note that the proposed approach, according to which the value assessment is carried out by AI, on the one hand, leads to a certain conflict - artificial intelligence evaluates the value of new AI products, on the other hand, the capabilities of artificial intelligence make it possible to form a basis for significant comparison for each aspect of value and ensure maximum impartiality when assessing (Fig. 3), levelling the "commercial" nature of humanity and the possible subjectivity of experts.

AI Responsibility level

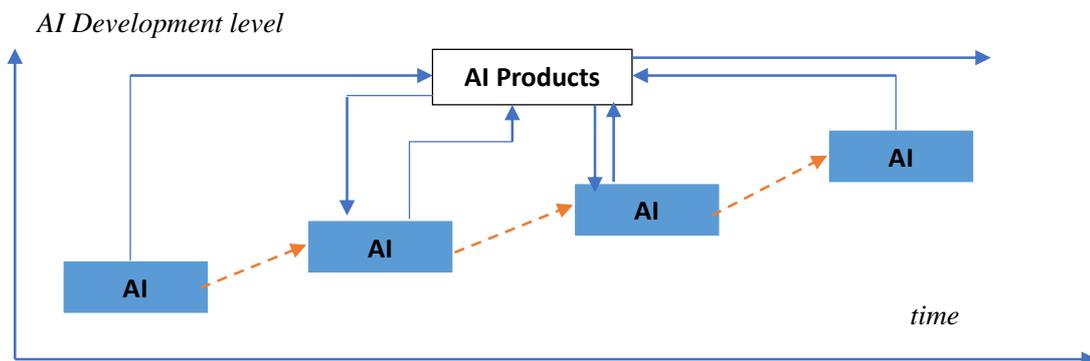


Figure 3: Artificial Intelligence as a Dynamically Evolving Value Assessment Tool in the Digital Age

So, an increase in the level of development and complexity of artificial intelligence technologies leads to an increase in the level of development and complexity of corresponding products, while

the responsibility of artificial intelligence in the contexts indicated above also increases. The development of AI, taking into account the requirements of responsibility to the individual, society and business, will ensure the harmonization of the value of AI necessary for humanity.

5. Conclusion

Value harmonization in the digital age is a critical imperative in our rapidly evolving technological landscape. This process of aligning core values and principles across individuals, organizations, and societies has profound ethical, cultural, and societal implications. As the digital era continues to shape our lives, it is evident that harmonizing values is not a one-time accomplishment but an ongoing, dynamic endeavour.

The digital age presents a plethora of ethical challenges, from privacy concerns to algorithmic biases, and underscores the necessity of creating a global ethical framework. Cultural diversity is acknowledged as a strength, not a hindrance, in this harmonization journey. While we seek common ground on fundamental values, we must respect and embrace the rich tapestry of cultural norms.

Inclusivity and accessibility are recognized as fundamental components of value harmonization. It is essential to ensure that digital technologies are available to all, irrespective of background or circumstance. Moreover, cybersecurity is a vital element in the process, as the integrity of digital systems and data must be protected from emerging threats.

Education and awareness campaigns are key to fostering digital literacy and responsible technology use. Regulations and corporate responsibility guide ethical behavior, and governments and businesses play pivotal roles in shaping the ethical digital landscape. Striking a balance between technological innovation and upholding core values remains a central challenge, but it is a challenge that can and must be met.

This abstract and conclusion underscore the ongoing and dynamic nature of value harmonization in the digital age. It highlights the need for continuous adaptation and the development of ethical frameworks that evolve in tandem with technology. In a world where digital technologies are increasingly interwoven into our daily lives, value harmonization is not just a goal; it is a necessity for ensuring that technology is a force for the betterment of humanity.

In conclusion, value harmonization is not merely a theoretical concept; it is a practical and ethical imperative for navigating the complex landscape of the digital age. It is a call to action for individuals, organizations, and societies to come together, collaborate, and ensure that technology enhances our lives, our communities, and our global society while upholding our fundamental values.

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