

The use of the concept of Economy 4.0 as an effect of the socio-economic digital transformation, initially taking place in the industry (Industry 4.0), is justified, and one of its trends has become the use of crowds to obtain knowledge, data, or other resources under crowdsourcing. In view of the above, it can be concluded that we are entering the next stage of the information society development, where communication with the administration becomes two-way (in line with e-governance), and e-participation is increasingly taking the form of an open call, where an anonymous crowd helps shape better quality public services.

Crowdsourcing has great potential, but there are several challenges that need to be dealt with, in order to be able to use this bottom-up, creative and open process to achieve top-down goals [1, p. 15]. The aim of the speech is to try to determine the potential of using crowdsourcing in Economy 4.0.

References:

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DEVELOPMENT OF INDUSTRY 4.0 AND 5.0 IN EUROPE

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The development of the modern economy is determined by a number of conditions. One of the most important factors for achieving competitive

advantages is the use of the latest technologies and innovations that allow the implementation of solutions within Industry 4.0. Technological progress affects all areas of human life. In addition to providing productivity-enhancing solutions in individual sectors of the economy, modern information and communication technologies provide unlimited information, enabling widespread communication on a global scale, which implies both the acceleration of the development of economies at the level of countries and regions, as well as the dynamic development of individual enterprises. One of the manifestations of the dynamics of these changes is the entry into a new stage of production process standards, associated with the forthcoming fourth industrial revolution, referred to as Industry 4.0. These trends have a huge impact on all areas of social life, including the shaping of the current and future labour market. Technological development affects the employment situation, among others, by changing the production capabilities of modern enterprises, shaping contemporary consumer trends and changing the factors determining the company's competitiveness. One of the most important factors, largely due to technological development, which affects both the development of demand and labour supply, is undoubtedly the pace at which changes are taking place today. The dynamics of change, on the one hand, makes it impossible to accurately determine future staffing needs, but at the same time forces us to observe existing trends and trends and design activities in a way that allows us to optimally prepare for the upcoming challenges of the future. The research conducted so far has focused primarily on the presentation of the situation at the global and national level. However, the results of this study refer mainly to the situation of the region, thanks to which they contribute to increasing the knowledge base on the socio-economic situation of Wielkopolska, which will allow its use in the creation of employment strategies for the Wielkopolska Voivodeship and programming of the new EU financial perspective, or the preparation of other strategic documents and studies related to this subject.

In connection with the above, the aim of the article is to determine the actions to be taken in the Greater Poland Voivodeship in order to optimally prepare the regional labour market for the challenges related to technological development. The analysis mainly concerns the area of the Wielkopolska Voivodeship (taking into account comparative analyses with other voivodeships, the country and Europe and against the background of global phenomena and trends). In addition, the article contains information such as the degree of preparedness of Wielkopolska entities involved in creating employment policy, such as schools, universities, business environment institutions or enterprises for the expected changes.

Conclusions:

– Wielkopolska is perceived as an innovative region, but also an effective region supporting such innovations. However, this is not a valid statement, hence it is possible to postulate a greater involvement of public institutions in

building awareness of Industry 4.0 through, for example, the organization of industry events, scientific conferences.

– Attention should be paid to the low awareness of the public in the field of Industry 4.0 in theoretical terms (definition of the concept, genesis and significance for economic development, opportunities and threats). It is worth initiating a debate on this subject.

– Employers, scientists, representatives of start-ups point to insufficient practical preparation of university graduates. Research conducted by the Wielkopolska Labour Offices in Poznań allows for the extension of this application to people graduating from technical schools. This means that the local government should undertake activities for the dialogue between business and science, as well as support and promote classes and fields of study combining theoretical and practical education. An example of good practice may be undergraduate studies: state management, carried out at the Faculty of Political Science and Journalism of the Adam Mickiewicz University in Poznań. As part of their studies, students undergo regular internships in public administration units.

– Despite the existence and use of various sources of funding by Wielkopolska universities aimed at adapting the fields of study to the needs of the labour market, it seems that these activities are undertaken too slowly and with too little participation of practitioners at the stage of program development. In addition, there are no courses offered by more than one university. It seems that it would be worth discussing the needs of the labour market and the challenges faced by universities in the region.

– There is a diverse offer of postgraduate studies in the region, but there is a lack of, among others, internationalization of the staff, practitioners in the teaching process, adaptation of the implemented subjects strictly to professional needs. As research shows, the top of this form of education are private schools, which can flexibly create their educational offer. Therefore, it would be worth directing support to adjust the fields of study: first-cycle, second-cycle and post-graduate studies to the needs of the labour market, also to non-public universities.

– Support for career guidance for pupils and students should be strengthened so that they can manage their academic and professional lives in a coherent manner.

– It is necessary to create a friendly, intuitive online platform showing the possibilities of supporting Industry 4.0 in the region. It should contain comprehensive information on: co-financing programs for technological investments, start-up offers, opportunities for cooperation with industry schools and universities.