

DIGITAL ECONOMY/ECOSYSTEM IN THE GLASS INDUSTRY

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Abstract.

The pandemic significantly affected almost all sectors, both positively and negatively. The article focuses on the analysis of the current state of digitization in a particular sector, in the glass industry. The aim of this article is to analyze the current state of the industry. The emphasis is mainly on digital transformations in the field of economics. The analysis is created with the help of mainly qualitative methods with an emphasis on interviews with the owner of an international company. More specifically, the article focuses on how the digital transformation has affected the digital economy during the pandemic in the glass industry. Based on the analysis, it was found that the pandemic significantly affected this sector and it can be expected that this sector will still change a lot in the future.

Purpose

The purpose of the article is to find out whether the not very typical sector was affected by the pandemic within the digital transformation of the economy. We all see changes in services, travel, manufacturing industry ect. However, a less typical sector, such as the glass industry, is not well known how it has been affected. The authors therefore wanted to find out whether the sector was economically affected during the pandemic and what predictions the sector has in the future.

Research methodology

Mainly primary qualitative research was used in the research method. The authors conducted interviews with the owner of an international company that has been operating in this field for decades and also consider an important indicator for this company. As a result of the research, the authors obtained the necessary data to draw conclusions.

Findings

The pandemic as well as other industries affected the glass industry. The digital transformation in the field of economics has been significant here, especially in a negative sense. Based on authors own research, they have shown that the changes were significant and significantly affected the economy of the industry. In addition to the economy, other parts were also affected

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by the digital transformation during the pandemic, such as trading, communication with customers, etc., which may be the subject of further research.

Research limitations

The main limit for research was the number of companies in the industry, of which there are not many. Therefore, the authors focused on qualitative research with the help of a large international company that provided relevant data for the research.

Practical implications

The article deals with a not very typical sector and how the digital transformation in the field of the economy affected it during a pandemic and how it will affect it in the future. This is a sector that has been significantly affected, although negatively. Many companies went bankrupt. However, it can be expected that as soon as time will occur without the effect by a global pandemic, the industry will return to normal. Thus, it is possible to create a gap in the market due to bankrupt companies and it will be interesting to see whether this position will be filled by new companies or whether these gaps will be filled by large companies operating in this sector.

Originality/Value

A lot of research has already been done in the digital transformation and pandemic. However, most research deals with traditional sectors such as services, travel, banking, etc. The authors therefore considered it appropriate to focus on a sector that has a long history and still operates in the market, but there is not much research to analyze it and point to the current state and the impact of the sector on the global pandemic.

Keywords: Digital economy, Digital transformation, Glass industry, Digitalization, Pandemic

JEL Classification: (e.g.) A1, F2, L61, M2