It's all About Trust: The Role of Digital Ethics and Corporate Digital Responsibility in Business

At a time when digital technologies such *as Generative Artificial Intelligence* have become the drivers of the global economy, the issue of trust is becoming increasingly important. The keynote will highlight the growing importance of *Digital Ethics* and *Corporate Digital Responsibility (CDR)*. What exactly do we mean by *Digital Ethics* and how can it be operationalized in a corporate context? Bartosz Przybylek will summarize the development of this important field, explain current frameworks and present practical examples. The relevance, benefits and feasibility for companies will be discussed and placed in the context of the *Twin Transformation* of sustainability and digitalization. In brief: ethics in action.