

# ANTIFRAGILITY AND BUSINESS MODEL INNOVATION IN THE AGE OF DIGITAL TRANSFORMATION: STRATEGIES AND ETHICAL IMPLICATIONS

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*Abstract: This paper explores the relationship between antifragility and business model innovation in the context of digital transformation. Through a literature review and case studies of disrupted industries, we identify strategies for adopting an antifragile approach to business model innovation and discuss the ethical implications of this approach. Key points include the importance of continuous innovation, the role of antifragility as a driving force for innovation, and the challenges and opportunities associated with adopting an antifragile approach. The implications of this research are significant for businesses facing digital transformation, as it highlights the need to embrace disruption and prioritize ethical considerations to remain competitive in a rapidly changing environment. The paper concludes by suggesting areas for further research, such as the impact of antifragility on different industries and business models and the role of government and policy in promoting sustainable business practice.*

**Key words:** antifragility; business model innovation; digital transformation; ethical implications; disrupted industries

**JEL Classification:** L10; M15; O32; D22

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