

Science in the Digital Age

The Rise of Automated and Interconnected Systems

Afef Sahli

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Afef Sahli

Faculty of Economics and Management of Tunis,
University of Tunis EL Manar



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Preface

Several core disciplines in higher education, including marketing, management, finance, accounting, and economic, are now tightly intertwined with technology because modern professional practice simply can't function without digital tools. Marketing relies on data analytics, automation platforms, and AI-driven customer insights; management depends on information systems, collaborative software, and digital decision-support tools; finance integrates algorithmic trading, fintech platforms, and real-time data modeling; accounting uses advanced ERP systems, automated auditing solutions, and cloud-based reporting; and economic increasingly draw on machine learning, simulation engines, and computational optimization. Together, these fields have shifted from traditional theory-based approaches to technology-enabled models that prioritize data, automation, and digital transformation across universities and industry.

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