

Digital Technology for Business Management Innovations in Community Ageing

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Abstract: The application of digital technologies in community care has triggered profound innovations in operations and management, opening up new possibilities for improving service efficiency, personalising care and promoting community engagement. In this wave of innovation, data-driven decision-making, personalised service strategies, social interaction mechanisms, safety risk management models, digital literacy training mechanisms, and cultural integration strategies highlight the multidimensional impact of digital technologies. This innovative trend not only improves the quality of life of the elderly at the technical level, but also promotes the community elderly care services to be closer to the community culture and pay deep attention to individual needs, which comprehensively promotes the sustainable development of digital technology in community elderly care. This paper provides useful theoretical references and practical insights for the future of community elderly care services in the digital era through an in-depth discussion of the business management innovation of digital technology in community elderly care.

Keywords: Community Aged Care; Digital Technology; Operations Management; Innovation; Data Driven Decision Making.

1. Introduction

With the sharp acceleration of the global aging trend, the demand for community-based elderly care services has gradually become the focus of social attention. In this context, the rapid development of digital technology has brought unprecedented opportunities and challenges for community elderly care. The wide application of digital technology has not only completely changed the traditional face of senior care services, but also provided community managers with innovative means of operation and management. In this paper, we will study the management innovation of digital technology in community care, focusing on data-driven decision-making, personalised service, social interaction, safety risk management, digital literacy training and cultural integration, with the aim of understanding how digital technology can optimise the management process and improve the quality of service, so as to meet the needs of the elderly more effectively and achieve the sustainable development of community care. This management innovation in the digital era not only brings new possibilities for community elderly care, but also arouses common exploration and thinking about the future prospects of digitalisation of elderly services.

2. Related Work

Over the past few years, there has been extensive research and practical exploration in academia and industry on the business management innovations of digital technologies in community aging. Below is a summary of some of the related work, and these studies provide useful perspectives for us to understand the application of digital technologies in the field of community aging.

Research on Intelligent Health Monitoring Systems Many studies have been devoted to the development of intelligent health monitoring systems that enable real-time monitoring of

the health status of the elderly through the integration of sensor technologies, the Internet of things and big data analytics [1]. These systems can quickly detect abnormalities and provide timely interventions, thereby effectively reducing the risk of illness and accidents among older adults. The construction of information-based community service platforms Researchers have also focused on building information-based community service platforms to enhance the convenience and accessibility of community-based elderly services through online booking services, information sharing and social media. Such a platform not only facilitates older people's access to the services they need, but also promotes the circulation and sharing of information within the community, building a closer community network [2]. Application of Virtual Reality (VR) and Augmented Reality (AR) Technology Several studies have been devoted to exploring the application of virtual reality and augmented reality technology in community aging. By creating virtual communities to increase the social engagement of older adults and using augmented reality to train cognitive skills, researchers seek to improve the quality of life of older adults through immersive experiences. Data-driven decision-making and personalised services, digital technology has brought more data to business management, and researchers are committed to using this data for intelligent decision-making. Data analytics allows for a better understanding of the needs and preferences of older people, so that personalised elderly care services can be provided to meet the specific needs of older people at different levels and from different backgrounds [3].

The introduction of Electronic Health Records (EHR) Some studies have looked at the introduction of an EHR system to digitally store the medical information and health records of older people. Such systems can provide a comprehensive view of healthcare services and help healthcare professionals to better understand the health status of older people, so that personalised healthcare and care can

be delivered more accurately. Research on social robots and intelligent assistants Part of the research focuses on the role of social robots and intelligent assistants in community aging [4]. These technologies can accompany the elderly, provide daily assistance, and even enable natural communication with the elderly through voice recognition and AI algorithms to alleviate loneliness and improve convenience of life. The application of blockchain technology and the application of blockchain technology in community aging has also become one of the research hotspots. Through blockchain, a more secure, transparent and traceable transaction and information transfer system can be established to ensure that the personal information and transaction records of the elderly are effectively protected, and to increase the trust of community-based elderly care services [5]. Exploration of wearable devices, wearable devices such as smartwatches and health monitors are gradually being applied in community aged care, providing personalised health management advice to the elderly through real-time monitoring of physiological indicators, behavioural patterns and other data. These devices not only make the elderly pay more attention to their own health, but also provide more objective data support for elderly services [6].

In other areas, digital business management has achieved remarkable results at all levels. Supply chain management in the retail industry, where many retailers have improved their supply chain management through digital technology to enable real-time monitoring and management of inventory. Using advanced IoT sensors and big data analytics, retailers can more accurately forecast demand and optimise inventory levels, thereby reducing costs and improving supply chain efficiency [7]. Smart manufacturing in the manufacturing industry, which employs digital technologies to enable smart manufacturing and optimise production processes through IoT, cloud computing and artificial intelligence. Smart manufacturing enables remote monitoring of equipment, automated production scheduling and quality control, improving manufacturing efficiency and product quality. Digital services in the financial sector, where banks and financial institutions provide more convenient and personalised services through digital technology [8]. Digital services such as online banking, mobile payments and smart investment platforms enable users to manage their finances more flexibly and improve the operational efficiency of financial institutions. Electronic medical record management in the healthcare sector, where medical organisations adopt electronic medical record systems for digital business management. Electronic medical records enable doctors to access and share patient information more easily, improve the accuracy of medical decisions, and enhance the patient's medical experience. Customer Relationship Management (CRM) in the hospitality industry [9]. The hospitality industry enhances customer relationships through digital business management. Hotels can use CRM systems to track customer preferences and provide personalised services, as well as marketing and sales through digital channels. Online learning platforms in the education sector [10]. Educational institutions adopt online learning platforms and education technology tools to achieve digital teaching and learning management. Students can access learning resources anytime, anywhere, and educational institutions are better able to track student progress and needs.

These related works show that the use of digital technologies in community ageing has made significant

progress, but there are still a series of challenges, such as privacy protection and technology training. Future research will continue to explore innovations in digital technology in community-based aging to better meet the diverse needs of older adults and improve the overall quality of aging services.

3. The Use of Digital Technology in Community Ageing

Significant progress has been made in the application of digital technology in community ageing, covering a wide range of aspects and providing new means to improve the quality and efficiency of ageing services. Intelligent health monitoring system, using IoT and sensor technologies, an intelligent health monitoring system can be set up in community elderly care to track the physiological indicators, activity levels and sleep of the elderly in real time. These data can help healthcare professionals better understand the health status of the elderly, detect potential problems in time and provide personalised health management advice [11]. Informatised community service platforms, creating informatised community service platforms where older people and their families can easily access information on elderly services, make service appointments and participate in community activities through online channels. Such platforms facilitate the sharing and circulation of information and improve the transparency and convenience of services. Virtual Reality (VR) and Augmented Reality (AR) technologies, virtual communities and augmented reality applications provide older people with richer social experiences and cognitive training. Older adults can participate in community activities, visit virtual museums, or play cognitive games through virtual reality technology to improve their quality of life and maintain their physical and mental health. Electronic Health Record (EHR) System: Introducing an EHR system to digitally store the medical information of the elderly and enable comprehensive management of healthcare services. This helps healthcare professionals to better coordinate care and provide more personalised healthcare services. Social robots and intelligent assistants [12]. Social robots and intelligent assistants can accompany the elderly and provide assistance in daily life, such as reminders for medication and shopping. These technologies enable communication with seniors through voice recognition and natural language processing, easing their sense of isolation. Wearable devices, wearable devices such as smartwatches and health monitors have become important tools for monitoring the physiological conditions of the elderly. These devices can transmit data in real time to help healthcare professionals better understand the health of the elderly, while the elderly can also pay more active attention to their own health. The application of these digital technologies has effectively improved the quality of services for the elderly in the community, enabling the elderly to live at home for a longer period of time and increasing the level of care and attention provided to them. With the continuous development of technology, the application of digitalisation in community ageing will continue to expand to provide more and better services for the elderly.

4. Impact of Digital Technology on Community-based Elderly Care Management

4.1. Efficiency Improvement and Cost Reduction

The application of digital technology in community elderly care provides an effective way for efficiency improvement and cost reduction. Electronic Health Record (EHR) and digital healthcare management, by introducing an EHR system, healthcare professionals can access the health information of the elderly more quickly and accurately. This reduces the cumbersome process of paper records and improves the efficiency of information flow. Digital healthcare management also makes healthcare decisions quicker and avoids wasted time in information transfer and searching [13]. Online Appointment and Service Platform, with the introduction of a digitised online appointment and service platform, elderly people can conveniently make appointments for various types of services, such as medical services and social activities, via the Internet. This not only improves the timeliness of services, but also simplifies the management process of service providers and reduces the cost of booking and information processing. Intelligent health monitoring system. Intelligent health monitoring system monitors the physiological parameters of the elderly in real time through sensor technology and transmits the data to healthcare professionals. This type of monitoring can detect health problems in advance and reduce the occurrence of medical emergencies, thus reducing the cost of medical and elderly services.

Virtual communities and online social platforms, the introduction of virtual communities and online social platforms provide opportunities for social interaction and information sharing for the elderly. This type of socialising avoids travelling costs while providing older people with more choices of social activities and improving their quality of life. Self-service terminals. Self-service terminals are set up in the community, through which the elderly can carry out self-service, such as information enquiry and booking services. Such self-service methods reduce the pressure of manual service and improve service efficiency [14]. Telemedicine and telemonitoring. Through telemedicine and telemonitoring technologies, healthcare workers can remotely monitor the health conditions of the elderly and carry out remote diagnosis and treatment. This not only improves the efficiency of medical services, but also reduces the travelling and time costs incurred by the elderly due to frequent medical consultations. Through these measures, digital technology provides a more efficient and cost-effective way of managing community care for the elderly, reducing the workload of healthcare workers and lowering the operating costs of elderly services, while improving the quality of services and the satisfaction of the elderly.

4.2. Data-driven Decision-making and Personalised Services

Data-driven decision-making and personalised service is a key aspect of digital technology in community ageing, which supports decision-making by analysing large amounts of data, while enabling personalised care for older people. Data analytics and predictive modelling, by analysing data on older people's health, lifestyles, social activities, etc., and building

predictive models, can provide a better understanding of older people's needs and behavioural patterns. This provides a data-based decision-making basis for community-based elderly care services, helping to develop more accurate service plans. Personalised health management plans, which are based on individual health data to develop personalised health management plans. For example, customised exclusive diet, exercise and medication management plans are tailored to the health status and lifestyle habits of older people, improving the relevance and effectiveness of elderly care services. Demand forecasting and resource allocation, using data analysis to forecast the service needs of older people in the community, which helps to rationally allocate community resources. This includes predicting the demand for medical services, participation in social activities, etc., so as to better meet the individual needs of different elderly people. Intelligent service recommendation system, with the help of intelligent algorithms, to establish a personalised service recommendation system [15]. By analysing the interests, preferences and health conditions of the elderly, the system can recommend suitable social activities, health courses, etc., and improve the level of personalisation of services. Real-time monitoring and feedback, using sensor technology to monitor the physiological indicators and behaviours of the elderly in real time, providing timely data feedback to healthcare professionals. This helps to quickly identify health problems and take personalised care and medical interventions. User experience data analysis, which collects and analyses older people's satisfaction and feedback on elderly care services in order to improve and optimise service processes. Through data analysis, the real needs of the elderly can be understood and the quality of services and user experience can be continuously improved. Personalised communication and interaction, using data to understand older people's communication preferences and provide more intimate and caring services through personalised communication methods, such as voice and text. This helps to build closer relationships and increase older people's buy-in to services. Through data-driven decision-making and personalised services, community care can better meet the diverse needs of older people and improve the quality and efficiency of services, while enhancing their life experience.

4.3. Risk Management and Safety

Risk management and safety and security are crucial aspects in community aging. The application of digital technology can effectively improve the ability of risk identification and management, while enhancing the safety and security of the elderly. Intelligent security systems, intelligent security systems, including surveillance cameras and access control systems, are introduced for monitoring the security situation in the community. This helps detect abnormalities in a timely manner and improves the overall safety level of the community. Emergency call and location technology, equipped with emergency call devices and location technology for the elderly, which can be used to call for help and locate them in time in case of emergency. This technology helps to enhance the sense of security among the elderly while improving the efficiency of emergency assistance. Intelligent disease monitoring, using sensor technology to monitor the health status of the elderly and detect changes in chronic or acute conditions in a timely manner. Data analysis enables personalised health management and intervention to reduce health risks. Virtual

social support system, which establishes a virtual social support system on social media or online social platforms where older people can share safety precautions, experiences and support, forming a safety information network within the community. Telemedicine services, using telemedicine technology, older persons can receive medical services at home, reducing the risks they may suffer from travelling outside the home for medical treatment. Telemedicine also facilitates more timely management of chronic medical conditions and emergency medical support. Identity authentication and information security, through digital identity authentication technology, ensures that the identity of users of community-based elderly services is secure. In addition, the protection of personal health information and privacy is strengthened by adopting secure encryption technology to prevent the risk of information leakage. Disaster warning and emergency preparedness, using digital technology to provide disaster warning and emergency preparedness information to enable older people to take timely safety measures. The digital platform can push disaster information, emergency contact information, etc., to raise the safety awareness of community residents. Intelligent home safety systems, which are introduced into the living environment of older people, include devices such as gas leakage detection and fire alarms. This helps to prevent accidents and improve home safety for the elderly. Through the comprehensive use of these digital technologies and measures, community elderly care can manage risks more comprehensively and accurately, improve the safety and security of the elderly, and provide a safer and more reliable elderly care environment in the community.

5. Challenges and Response Strategies for Business Management Innovation

5.1. Technology Popularisation and Training

In community aging, technology popularisation and training is a key factor in ensuring that digital technology is used to maximum benefit. Digital literacy training, which provides digital literacy training for community elders, teaches basic digital skills, including the use of smartphones, tablets, and electronic health record systems. The training should be simple and easy to understand and meet the learning needs of older people. Training on the operation of smart devices, targeting older people in the community, to provide training on the operation of smart devices (e.g. smart watches, health monitors) to help them make better use of these devices to monitor their health conditions, participate in social activities, etc. The training process takes into account the learning curve and comprehension ability of the elderly. Training on telemedicine services to train healthcare workers and older persons in the use of telemedicine service platforms, including video consultation and remote monitoring. This helps to improve the ability of older people to receive healthcare services at home and reduce the burden on healthcare providers. Training on the use of social media to educate older persons on how to use social media platforms, including creating accounts, posting information and participating in social activities. This helps to promote social interactions among older people and increase their sense of community involvement. Security Awareness Training: Provide training on cybersecurity, privacy protection, etc. to help older adults better cope with online risks. This is crucial

for safety and security when using digital platforms. Regularly updated training content. As technology continues to evolve, regularly update training content to ensure that older adults are always equipped with the most up-to-date digital skills. Regular training sessions can help older people adapt to technological developments and changes. Set up a digital support centre. Set up a digital support centre in the community to provide regular technical support and training services. This centre can be a great resource for older people to access digital knowledge and help. Community volunteer training. Conduct community volunteer training to enable them to become promoters and supporters of digital technology. Volunteers can help older people solve problems with technology use and increase the prevalence of digital technology in the community. Through these training measures, the community can promote older people's understanding and application of digital technology, improve their adaptability in the digital environment, and thus better enjoy the convenience and benefits of digital elderly care.

5.2. Privacy and Security Considerations

Privacy and security considerations are crucial in community-based aging, especially in contexts where digital technologies are widely used. Strict data privacy policies should be developed and implemented to ensure that older people's personal information is properly protected. The policy should specify rules for data collection, storage, use and sharing, as well as the rights and choices of older people. Encryption and secure transmission, using advanced encryption technology to ensure the security of older people's personal health information during transmission. Encryption and secure transmission technologies help prevent sensitive data from being accessed by unauthorised parties during network transmission. Privilege management and access control to ensure that privilege management and access control mechanisms are implemented in the system. Only authorised personnel can access health information and personal data of the elderly, thus preventing unauthorised access and misuse. Anonymisation and desensitisation techniques to reduce the risk of sensitive information by using anonymisation and desensitisation techniques during data processing. This helps to reduce the risk of possible privacy breaches while maintaining the utility of the data. Regular security review and testing, conduct regular security review and testing to ensure the security of the digitisation platform and systems. Potential security issues are identified and fixed in a timely manner through regular vulnerability scans and security assessments. User education and the right to know, provide training on privacy and security for older people to improve their digital literacy and enable them to better understand the security risks of digital technologies. At the same time, ensure that older people have the right to information about data collection and use, and can make their own choices about whether or not to participate in digital services. Device security and updating, safeguarding the security of smart devices and software, and updating systems and applications in a timely manner to fix known vulnerabilities. The security of devices is directly related to the privacy and information security of older persons in the digital environment. Establishment of complaint and monitoring mechanism, Establishment of a complaint and monitoring mechanism for older persons to enable them to easily report privacy and security concerns. At the same time, establish an independent regulatory body to conduct regular

audits to ensure compliance of digital services. By adopting these practices and measures for privacy and security considerations, the community can ensure that older people's information is properly protected in the digital environment, and enhance older people's sense of trust and security in digital elderly care services.

5.3. Integration of Community Culture and Values

In community ageing, the introduction of digital technology needs to be integrated with community culture and values to ensure acceptance and adaptability of ageing services. Community participation and co-construction promotes broad participation of community residents, including the elderly. Community meetings and symposiums are conducted to listen to the views and suggestions of older people to ensure that digital services are in line with the culture and values of the community. Cultural sensitivity training to provide cultural sensitivity training for staff engaged in elderly services, so that they can better understand and respect the cultural diversity of the community. The training may cover aspects such as respect for elders, traditional customs and practices. Digital technology customisation to customise the design and functionality of digital technology to take into account the unique culture and values of the community. For example, language choices, icon design, etc. can take into account the customs of the local culture. Social platform culture building, building virtual social spaces on social media and online social platforms that are culturally appropriate to the community. This helps older people to better sustain and pass on the cultural values of the community in the digital environment. Integration of traditional cultural activities, using digital platforms to promote traditional cultural activities such as traditional handicrafts, dance and music. Passing on and promoting traditional culture in the community through online forms promotes the active participation of older people. Digital education to disseminate cultural values, using digital education platforms to disseminate cultural values in the community. Through online lectures and digital libraries, older people can better understand and pass on the cultural traditions of the community. Intergenerational exchange and mutual learning and appreciation, promoting intergenerational exchange and mutual learning and appreciation through digital platforms. Younger generations can share modern culture through digital technology, while older people can impart traditional cultural knowledge through digital platforms, facilitating intergenerational communication. Integration of digital technologies into traditional rituals and ceremonies. Digital technologies are integrated into traditional rituals and ceremonies in the community, such as online live streaming of traditional festivals and activities, and digitalised exhibitions, making digital technologies part of traditional culture. Through these practices, community-based elderly care services can be better integrated into community culture and values, making digital technology a useful tool for promoting community cohesion and cultural heritage. This helps to ensure that elderly care services meet the needs of older people while respecting and passing on the unique culture of the community.

6. Conclusion

In community aged care, the application of digital technology has brought innovation to operations and management, improving the efficiency and quality of services while better meeting the diverse needs of older people. Enhancing efficiency and reducing costs, digital technology accelerates the service process and reduces management costs through automation and intelligence. Tools such as electronic health records and online booking make information processing more efficient, and self-service terminals reduce the burden of manual labour, thus improving service efficiency. Personalised services and precise management, the application of digital technology enables services to be better adapted to individual differences in the elderly. Through data analysis and prediction models, personalised health management plans can be formulated, and intelligent service recommendation systems provide more accurate advice, bringing elderly services closer to the actual needs of the elderly. Data-driven decision-making, digital technology provides management with a large amount of data support, making decision-making more scientific and data-driven. Through data analysis, we can better understand the needs of the community and the health status of the elderly, providing management with a basis for decision-making and promoting the continuous optimisation of community elderly services. Enhanced social interaction and participation, the use of social media and online social platforms has enhanced the social interaction and participation of the elderly. Digital platforms such as virtual social events and online education provide more social and learning opportunities and promote community cohesion. Risk management and safety and security, digital technologies have enhanced the safety and security of the community through intelligent security systems, telemedicine services and other means. Real-time monitoring, emergency call systems and other technologies reduce the risk of emergencies and provide a safer retirement environment for the elderly. Training and community culture integration, training in digital technology helps older people better adapt to the digital environment, while digital platforms are integrated with community culture to ensure that digital services are in line with the culture and values of the community through cultural sensitivity training and community engagement. User experience enhancement, through digital technology, the service experience of older people is enhanced. Tools such as online booking and smart health monitoring systems simplify the service process, and social media platforms provide more social and entertainment options, creating a more convenient and enjoyable ageing experience for older people. Overall, the application of digital technology has brought innovation to community-based elderly care services, making management more efficient and services more personalised, while fully taking into account the safety, cultural and social needs of the elderly. With the continuous development of technology, digital elderly services will continue to provide more comprehensive, convenient and caring services for the elderly in the community.

7. Discussion

The innovation of digital technology in the operation and management of community elderly care is a compelling topic, which involves how to better integrate technology to improve the quality, efficiency and user experience of elderly care

services. Digital technology provides a more comprehensive and objective basis for decision-making through data collection and analysis. Management can better understand the needs of the community, the health of the elderly and make more scientific decisions. Data privacy and security is an important consideration, along with the need to ensure data accuracy and reliability. Digital technology allows services to be more personalised to meet the diverse needs of older people. Tools such as intelligent health monitoring systems and personalised service recommendations enhance the user experience. There is a need to overcome the issue of older people's acceptance of technology, while ensuring that digital services are easy to use and the threshold for access is minimised. Social media and online social networking platforms have increased opportunities for older people to interact socially and promote community cohesion. Virtual communities, online events and other methods increase the sense of engagement among older people. Ensure that digital platforms are culturally appropriate and avoid overuse of social platforms leading to a reduction in social practices.

Intelligent security systems, telemedicine services, and other technologies reduce security risks in the community and improve older people's sense of security.

Ensuring the security of digital platforms prevents potential information leaks and cyberattacks while protecting the privacy of older adults. Training in digital technologies improves the digital literacy of older people and enables them to better adapt to the digital environment. Training programmes need to be designed according to the learning curve and comprehension of older people to address the issue of technology acceptance. Digital technologies are better integrated into the culture and values of the community through cultural sensitivity training and cultural building on social platforms. Ensure that digital services are in line with the cultural characteristics of the community, avoiding the creation of a digital divide and promoting the active participation of older people. Digital technology improves service efficiency, reduces management costs and achieves economic benefits through automation and intelligence. A certain amount of capital and resources need to be invested in the introduction and maintenance of digital technology to balance investment and benefits.

By discussing these aspects in depth, community aged care managers and policy makers can gain a more comprehensive understanding of the impact of digital technology in business management and develop strategies that are more in line with the needs of the community and the expectations of the elderly. At the same time, this will help promote the sustainable development of digital technology in community aging.

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