DIGITAL TRANSFORMATION SOCIETY

International Conference

DTS – 2024 (2nd edition)

Naples (Italy), 23rd & 24th of May 2024

ORGANISING INSTITUTIONS:

DISAQ - Department of Management and Quantitative Studies

https://www.disaq.uniparthenope.it/

Via Generale Parisi, 1380132 Napoli NA

University of Naples Parthenope, Italy

IDTSE – Management Department

Paris School of Business, France

https://www.psbedu.paris/fr

IN COLLABORATION WITH: Cultural Association Knowmedtech (Italy)

ORGANIZING COMMITTEE:

- ▪ **Francesco Schiavone**, University of Naples Parthenope
- ▪ **Nessrine Omrani,** Paris School of Business
- ▪ **Héger Gabteni,** Paris School of Business

KEYNOTE SPEAKER

- **Lou Shipley**, Harvard Business School, USA

"MEET THE EDITOR" SESSIONS:

- **Scott Cunningham**, Editor In Chief, Technological Forecasting and Social Change

- **Monica Masucci**, Editor In Chief, Journal of Engineering and Technology Management

- **Francesco Paolo Appio**, Associate Editor, IEEE-Transactions on Engineering Management

CONFERENCE THEME

AI-driven Digital Transformation in Firms, Industries, and Society

Digital transformation refers to the unprecedented disruptions in society, industry, and organizations stimulated by advances in digital technologies such as artificial intelligence (AI), Metaverse, big data analytics, cloud computing, and the Internet of Things (IoT).

The approach data-driven in all fields have generated different change and improvement and the use of digital technologies is an enabler of value co-creation in more fields and in complex service industries. But digital technologies must be integrated into various aspects of a business to fundamentally change how it operates, delivers value to customers, and creates competitive advantages. AI plays a significant role in digital transformation, AI can be leveraged to enhance various aspects of operations, decision-making, and customer experiences.

IoT is another critical component of digital transformation in business models. It refers to a network of interconnected physical devices embedded with sensors, software, and connectivity capabilities that enable them to collect and exchange data.

In the context of business models, IoT offers several opportunities for innovation and optimization. In more specific contexts (such as healthcare, entrepreneurship, agriculture, finance, and other fields), these topics are particularly innovative because can produce more personalized offers more strongly oriented toward customers and allow more innovations for entrepreneurs in their economics businesses.

Even though digital technologies are the primary enablers, other factors have also driven digital transformation. These include evolving organizational relationships, consumer behaviors and

expectations, digital competitions, and data availability. The impacts of digital transformation are vast and extend beyond consumer behavior or organizations into other domains such as social dynamics.

The potential impact on the way we conduct business, and interact with others, is likely to be transformational as the distinct lines between physical and digital are likely to be somewhat blurred from current perceptions. However, although the technology and infrastructure do not yet exist to allow the development of new immersive virtual worlds at scale, researchers are increasingly examining the transformative impact of the metaverse. Furthermore, digital transformation is expected to exact a toll on the sustainability triangle, i.e., environmental sustainability. Presently, studies are lacking to map digital transformation in the environmental sustainability domain. Hence, there is a need for more comprehensive studies to understand digital transformation's impacts on various aspects currently ignored in the literature, such as the impact on corporate social responsibility, society, performance, and the environment. Furthermore, doing business through digital and sustainable processes opens novel opportunities and poses additional challenges to firms that have an international presence and/or are part of a complex value chain, often spanning national borders.

Given this background, we encourage conceptual and empirical papers using a diverse range of methods (either quantitative or qualitative). Research papers bridging the gap between theoretical conceptions and practical insights are highly welcome. As such, this conference calls for but is not limited to the below themes:

- Digital transformation, human resource management, and organizational behavior.

- Digital technologies and social change.

- AI-driven transformation in companies and society.

- The influence of AI on inter-organizational relationships (Supply chain, R&D…).

- Social media, metaverse, and the future of human society.

- Generative AI: management and organizational implications.

- Digital transformation and performance measurement.

- Smart mobility and logistics.

- Digital transformation and sustainability in firms, industries, and societies.

- Digital transformation of SMEs.

- Ethics and responsible management of AI.

- The future of analogue technologies in a digital world.

- Digital transformation across industries (healthcare, agrifood, finance…).

- Genders and cross-cultural cultures in digital transformation.

- Digital business models and value-creation.

- Organizational and industrial response to cyber-criminality.

- IoT and Consumer behaviour.

- Digital transformation and implication for marketing and branding.

- Accounting perspectives in the digital area.

See the conference website for more details:
https://www.disaq.uniparthenope.it/dts2024-conference/

PUBLICATIONS OPPORTUNITIES

The best papers will be reviewed by the conference scientific committee for publication in the following journals:

- **IEEE-Transactions on Engineering Management**
- **Journal of Engineering & Technology Management**
- **Technological Forecasting & Social Change**
- **Technovation**

Participation in the conference does not guarantee the paper's publication in these journals.

VENUE

The conference will take place at Palazzo Pacanowski, via Generale Parisi 13, 80132 – University of Naples Parthenope – Naples (Italy).

PAPER SUBMISSION PROCEDURE

Please submit your Full Paper in PDF format via email by **February 15, 2024.** dts2024@uniparthenope.it

The first page of your submission must contain the title, author(s) and contact information of the corresponding author.

IMPORTANT DATES

- Tracks proposal: No later than October 31, 2023. Proposals must be sent to email: francesco.schiavone@uniparthenope.it and n.omrani@psbedu.paris
- Paper submission start: December 1, 2023.
- Papers submission deadline: February 15, 2024.
- Notification of paper acceptance: No later than March 31st, 2024
- Conference registration: No later than April 10, 2024 (Early bird), no later than April 30, 2024 (Regular).
- Doctoral Workshop: 23rd May, 2024 – afternoon.
- Conference: 24th of May, 2024 – all the day.
- Gala dinner: 24th of May, 2024 – evening.

No invitation letters to conference participants will be delivered before the formal registration and payment.

REGISTRATION AND CONFERENCE FEES

	Early bird	Regular
Faculty Members	250€	300
Parthenope/PSB Staff	100€	150€
PhD student	100€	150€

Early Bird Registration: 15 February 2024 - 10 April 2024

The participation fee includes:

- Participation in all conference sessions
- Two coffee breaks, lunch, gala dinner on Friday 24 May (evening).

CONTACTS

Francesco Schiavone: francesco.schiavone@uniparthenope.it

Nessrine Omrani: n.omrani@psbedu.paris

Looking forward to seeing you in Naples!

DTS Conference Organizers