



## CALL FOR PAPERS – TRACK 6

### Digital Strategy Design & Transformation

#IRMBAM2023

#### WHO AND WHERE

We warmly invite you to submit your paper for presentation in TRACK 6 **Digital Strategy Design and Transformation** at the 12th International Research Meeting in Business and Management that will take place on **July 6-8, 2023**, at IPAG Business School, Nice Campus (France).

Track chairs: **Michael Christofi**, Senior Editor at Information Technology & People & Associate Editor at International Marketing Review, Cyprus University of Technology, Cyprus and **Tra Tran**, IPAG Business School, France.

#### WHAT IS THE FOCUS

Since the first peer-reviewed article on digital transformation (Jensen, 1981), technological evolutions, and most recently AI, have been shaping research on digital strategy design and transformation in various fields: strategy, marketing, organizational studies, supply chain management. Three main studied areas are transformation in business processes, organizational implications, and institutional and societal impacts (Kraus et al., 2021).

This track welcomes empirical and conceptual papers in various industrial contexts in the following suggested topics:

- Digital strategy adoption
- Digital strategy design: business model transformation
- Digitized solutions: customer-centric products/services, e-commerce, ERP, customers engagement, digital workplace, etc.
- Digital transformation and impacts on organizational performance and stakeholders
- Digital transformation and governance
- Strategic Leadership and digital transformation
- The role of digital transformation in entrepreneurship

Jensen J. R. (1981). Urban change detection mapping using Landsat digital data. The American Cartographer, 8(2), 127–147.

Kraus, S., Jones, P., Kailer, N., Weinmann, A., Chaparro-Banegas, N., & Roig-Tierno, N. (2021). Digital transformation: An overview of the current state of the art of research. Sage Open, 11(3), 21582440211047576.

## HOW TO SUBMIT YOUR PAPERS

Authors are invited to submit their full papers in English\* in PDF file, no later than **April 11, 2023**, by midnight Paris time, via the conference website; please choose Track 6 when you submit your paper: <https://irmbam2023.sciencesconf.org/submission/submit>

## IMPORTANT DATES

Submission deadline (full paper): **April 11, 2023**

Notification of review results: May 03, 2023

Registration deadline (early bird): June 06, 2023

Conference event: July 6-8, 2023

## CONFERENCE VENUE

IPAG Business School - Nice Campus  
4, boulevard Carabacel, 06000 Nice, France

## FURTHER INFORMATION

Please visit our website for detailed information: <https://irmbam2023.sciencesconf.org/>

For queries, please contact the organizers at [ipag-irm@sciencesconf.org](mailto:ipag-irm@sciencesconf.org)

## CONTACTS

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