

Conf-IRM 2024, May 26th – 28th, 2024

School of Business, The American University in Cairo, Egypt

Track 3: Digital Transformation, Entrepreneurship, and Innovation

Track description

The concept of Digital transformation encapsulates a broad spectrum of organizational changes ranging from planned restructurations of organizational processes to the emergence of new business models. In order to leverage the opportunities provided by this multifaceted concept entrepreneurs and organizations need to develop capabilities enabling them to identify and harness the potentials of established and emerging technologies. This track promotes integrative and holistic approaches for analyzing and reasoning about the capabilities, processes, technologies, impacts, and potentials of digital transformation. We invite scholarly contributions that explore the interplay between digital transformation, innovation, and entrepreneurship across diverse technological landscapes, encouraging a holistic understanding of DT that goes beyond specific types of change or technologies. We welcome theoretical as well as practical and application-oriented contributions on digital transformation, entrepreneurship and innovation in the private, and public sector.

Possible topics

Topics of interest include, but are not limited to:

1. Holistic approaches for conceptualizing innovation and entrepreneurship in the context of digital transformation.
2. The role of technology affordances in innovation and entrepreneurship in the context of digital transformation.
3. Approaches for identifying potentials of digital transformation in the private and public sector.
4. Digital entrepreneurship in emerging economies.
5. Performance measurement and management of digital transformation.
6. Sustaining and disruptive innovations enabled by digital technologies.
7. Impacts of digital transformation on socio-economic structures and landscape.
8. Examples of digital transformation and innovation in different key socio-economic sectors, including education and health.
9. Impact of tech and tech-enabled startups on socio-economic development in emerging economies.
10. Digital transformation and government.

Important Dates

Paper Submission Deadline: 31st January 2024

Track Co-Chairs

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