



Information and Communication Technologies
in Organizations and Society
Smart Technologies for an inclusive world
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Track Proposal for ICTO2020

TRACK : Cognitive Analytics Management: Digital Disruption for Innovative Shared Values

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OVERVIEW OF TRACK

5 to 10 sentences

Considering the unprecedented and exponential growth of information communication technologies (ICTs), ...

Cognitive Analytics Management is a new relevant and rigorous interdisciplinary field. It is emerging from the demolishes of boundaries among scientific fields; the integration of concepts from artificial intelligence, business analytics, cognitive and behavioral science, data analytics, data engineering, data science, information systems, operations research and management; and the new advances in information and communication technologies and in computing power. It accelerates the digital transformation and disruption of every industry and every organization. It disrupts the traditional ways of processing things when addressing world challenges leading to new business models and innovations to boost productivity, to enhance competitiveness, to create shared values to all stakeholders for the sustainable development of our society and the world. Shared values are the combined shareholders' business values and all stakeholders'

economic, environmental, social as well as other tangible and intangible outcome and impact values such as improved transparency and trust, eradication of corruption, continuous sustainable development among others.

A Cognitive Analytics Management (CAM) uses the following three processes of digital disruption technologies to transform all aspects of an organization:

- A cognitive process frames a challenge in analytics terms. It enables asking the right questions to develop a digital strategy with a linkage to mission/vision and desired shared value goals to achieve. The digital strategy sets guidelines for building data architecture models, respecting data protection and privacy regulation, collecting real data for validated variables using cognitive agents, cognitive services and internet of things to data technology tools.
- The analytics process analyzes the generated real data using descriptive, predictive and prescriptive analytics to generate new digital insights and sentiments to make informed decisions, and to achieve the shared values to stakeholders. It employs methodologies inspired from various fields, including artificial intelligence, block-chains, behavioral psychology, data science, cognitive and cloud computing, big data analytics, data mining and deep machine learning, forecasting, management science, operations research, optimization, simulation, statistics and visualization, among others;
- The management process advocates the necessary fundamental change management in an organization to empower digital leadership and talent to successfully embark on the digital transformation journey. Change of management is by far the most enduring bottleneck in the digital disruptive transformation. It requires a proper restructuring of organizations; empowering leadership to launch, accelerate, and implement analytics projects; and communicating shared values to stakeholders to achieve the sustainable development of organizations, society and the world.

INDICATIVE LIST OF TOPICS

The following topics are not intended to be exhaustive but are of interest to the ... track.

- Cognitive Analytics Management Theories for Digital Disruptive and Innovative Shared Values– Barriers, Benefits, Challenges, Costs, Efficiency, Effectiveness, Opportunities, and Risks.
- Cognitive Analytics Management Applications, Models and Implemented Technologies with real shared value impacts in the domain of applications: Business and Commerce, Economy, Logistics, Operations, Supply Chain in Health Care, Marketing..

- Advance in emerging disruptive platforms and technologies including artificial intelligence, block-chain, big and open data, machine learning, deep learning, quantum computing, cognitive services (internet of things, cognitive agents), cloud computing digital ecosystems, social media among others
- New emerging initiatives and applications with potential impacts, outcomes, and implications of the digital disruptive/transformation in Business; Banking and Finance, Commerce and Retails, government, Health –care and Medicine, Marketing, Project/program and process, People , Supply chain & logistics; and poverty and humanitarian relief; among others.
- Digital transformation initiatives for fostering innovations and technology change management, Governance and ethical aspects, and performance in public and private organizations to create shared values, eradicate corruption, increase trust, loyalty and transparency in government among others.
- Optimization, simulation, visualization models towards smart organizations (municipalities, cities, governments, organizations among others in the world).

IMPORTANT DATES

- Paper Submission Opens: **April 1st, 2020**
- Paper Submission Deadline: **June 15th, 2020**
- Authors Notification: **July 31st, 2020**
- Final Submission: **August 31st, 2020**
- Conference Dates: **October 1-2, 2020**

PAPER SUBMISSION GUIDELINES

Authors should submit original, unpublished research papers. All accepted papers will be published in a volume of the Springer Scopus indexed LNISO. Submissions should not be under consideration for any other conference or journal outlet. Submission of papers in PDF format is via EasyChair.

<https://easychair.org/conferences/?conf=icto2020>