



Information and Communication Technologies
in Organizations and Society
Smart Technologies for an inclusive world
Paris, October 1st and 2nd, 2020



Track Proposal for ICTO2020

TRACK: IT and Business Innovation

TRACK co-CHAIRS

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OVERVIEW OF TRACK

Considering the evolution of IT and the spread & adoption of digitalization, companies are facing new challenges in their business models, organizations and cultures. This track will debate the many impacts (positive & negative), of what could be named "the new IT paradigm", has on companies' businesses and strategies. The papers presented in this track will question the process of integrating IT, commonly named 'Digital Transformation', in companies' operational management, marketing strategies and supply chain practices. The papers will also discuss the way(s) companies in the 'traditional economy' review and evolve their business models and the design of their marketing offers to integrate a data fueled economy approach and fully leverage their resources.

INDICATIVE LIST OF TOPICS

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

- IoT and service innovations
- Emerging Business Models
- Digital Transformation
- IT implementation and acceptance
- Organisational Agility
- Disruptive innovation

- Data economy and consequences on Businesses
- Business Intelligence usages and strategies
- IT and new marketing practices

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Authors should submit original, unpublished research papers.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>