



## SIG 14 - Conference General Track

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### T14\_01 - Empowering business transformation – Digital innovations for sustainable changes in organizations and societies

#### Proponents:

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#### Short description:

We have been advancing technologies and processes to make our lives better and businesses grow. The fundamental question still remains - with all the evolving innovations and digital transformations, are we really making success in achieving happier societies and sustainable organizations? As it seems that our lives and businesses are getting increasingly unbalanced despite us making huge progress in building increasingly capable technological innovations. To facilitate debate and steer the discourse on the future of business transformation, the proposed track invites researchers and practitioners to share their scientific insights and practical applications to sustainably impact lives and organizations across the globe.

#### Long description:

The majority of global problems and business challenges are byproducts of poor human attitude and behavior rather than outcomes of insufficient technologies and inaccurate organizational processes. Often people look for and find reasons outside themselves for why we have such environmental issues and weakly performing organizations. People, communities, societies, businesses, organizations, industries, basically everyone needs help with understanding transformation and making it help with necessary improvements. Many people want to change, but we also know how often our new year's resolutions end in February. People tend to perceive changes as something difficult, impossible, and mystical, thus are willing to avoid them. Such attitude naturally leads to poorer decisions and consequent behavioral outcomes for societies and organizations.

Rapid technological evolution not only enables advanced innovations to emerge but also requires reconsidering their effects on businesses. With novel technologies, such as artificial intelligence, smart sensing, blockchain, and autonomy, unprecedented transformations are inevitable. To succeed with these challenges, we have to be mindful about human nature playing its important role in every transformation. Present knowledge on business transformation reveals how digital innovations and behavior change designs are often limited in sustaining their effects. There is an increasing need for novel ways to create innovations that can help businesses and people not only to achieve their goals but also to support sustaining newly developed processes and internalizing acquired habits.



Transforming innovations should ultimately empower people and organizations to succeed in their desired and more often even inevitable changes.

Therefore, we invite scholars and practitioners to expand our collective understanding beyond the limitations of oversimplified digital transformation, traditional change management, and stereotypical behavioral designs. We encourage to discuss the current state-of-the-art and the future of business transformation and its diverse implications on private and public organizations with more scrutiny and reflection. We invite submissions from researchers and professionals representing a wide range of related fields, including digital transformation, industry 4.0, change management, behavioral economics, gamification, nudging, persuasive technology, information systems, user experience design, psychology, neuroscience, etc.

Submissions are welcome in the form of working papers, critical essays, or full research manuscripts, adopting different theoretical lenses and worldviews, using a variety of research methods, analyzing various types of organizations, and exploring the topic in different cultural settings. We invite submissions addressing all the essential life contexts, including leadership, finance, wellbeing, innovation, entrepreneurship, autonomy, education, diversity, culture, sustainability, equality, social change, governance, emergency, marketing, ecology, and more.

**Keywords:**

- Business transformation
- Sustainable digitalization
- Future of organizations
- Digital transformation
- Change management
- Technology design

**UN Sustainable Development Goals (SDG):**

Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 5: Gender equality, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

**Publication Outlet:**

- Academy of Management Discoveries
- Springer: Management for Professionals
- Behavior & Information Technology

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>