



Call For  
Papers  
SIG 06 – Track 12

## SIG 06: Innovation (INNO)

<http://www.euramonline.org/programme2016/call-for-papers/sig-06-innovation-innov.html>

### T 06 \_ 12 – ORGANIZATIONAL BEHAVIOR IN A DIGITAL ECOSYSTEM: CHALLENGES AND OPPORTUNITIES

**Track Co-chairs:** Regina Bento (Merrick School of Business, University of Baltimore, US); Paolo Depaoli (CeRSI-LUISS Guido Carli University, IT); Jessie Pallud (EM Strasbourg Business School, FR); Eusebio Scornavacca (Merrick School of Business, University of Baltimore, US); Stefano Za (eCampus University, IT)

#### Description

The number of mobile devices has exceeded the world's population and is forecasted to reach 1.5 devices per person in 2019 (Cisco 2015). According to the OECD (2012), by 2020 over 50 billion of potentially interconnected devices are estimated to populate the 'infosphere' (Floridi 2010). The emergence of new integrated forms of ubiquitous computing devices (e.g. smart phones, tablets, 'phablets', smart TVs and smart-watches), alongside advances in cloud computing and the proliferation of fluid multi-device platforms (e.g. iOS, Android and Windows 8) are enabling the rise of Ubiquitous Media Systems (Carillo et al. 2014; Nielsen 2013; Sorensen 2011; Stafford et al. 2010). This new and complex form of information systems encapsulates various functions and provides fluid information access across a variety of channels. This combination of media convergence and ubiquitous environments not only gives rise to a highly complex digital ecosystem, but also represents a remarkable shift in the way people as well as organizations interact and behave.

By gradually blurring physical, social and temporal boundaries, ubiquitous media systems not only allow businesses to deliver products and services through a multitude of interconnected channels, but also radically transform collaboration and cooperation in organizations. As information access becomes fully ubiquitous and the utilitarian, as well as hedonic functionalities of those devices increase, a growing number of companies have started digital transformation programs in order to seize the opportunity offered by these new systems (Vargo and Lusch 2008). However, the emergence of fluid and evolving techno-ecosystems poses important challenges and opportunities for academics and practitioners: security, data confidentiality, flexible workplace, techno-stress are some of the issues that merit further attention.

The goal of this track is to provide a forum to discuss the challenges and opportunities of ubiquitous digital ecosystems for organizational behavior research. Topics of interest include, but are not limited to, the following:

- Implications of digital ecosystems in terms of individual behavior and social interactions in organizational settings (in public or private sectors)
- Organizational, social, and ethical issues arising with this new digital ecosystem (and relevant public and private policies). For instance, how managers deal with the blurring boundaries of the workplace, the role of cultural differences, the lack of digital competence, etc.
- How organizations leverage co-production and co-creation in designing and delivering services
- The digital transformation of organizations: the role of this new digital ecosystem in the evolution of organizational context
- The adoption of ubiquitous media systems at individual and/or group levels and how it affects cooperation
- The design of ubiquitous media systems to take into account managerial needs (in terms of communication, collaboration, decision making, etc.)

#### Important dates

<b>Deadline for paper submission:</b>	<b>12 January 2016 (2 pm Belgian time)</b>
Notification of acceptance:	15 March 2016
Early birds registration deadline:	1 April 2016
Authors' registration deadline:	12 April 2016
Conference:	1 – 4 June 2016

## Authors Guidelines

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

**RULE OF 3:** Please note that you may be listed as an author or co-author on up to 3 submitted papers but that each author can present only one paper at the conference (if 3 papers accepted at least 3 authors must be able to present in 3 parallel sessions and be registered in the conference)

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2016 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are asked and posted on a SEPARATED document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2016 website <http://www.euram-online.org/annual-conference-2016.html> as of 1 December 2015
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference.

For more information, we invite you to visit the SIG Innovation webpage <http://www.euramonline.org/programme2016/call-for-papers/sig-06-innovation-innov.html>

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