



Track n. 9 - Industry 4.0, co-creation and sustainability: insights from global digitalised production

In the last decade the digital transformation of the industrial processes has emphasized a tendency that already was imposing the deep reconsideration of the theoretical foundations of production and exchange. In fact, in 2004 Vargo & Lusch had first proposed a systematization of the theory that proposed the shift from the paradigm from the logic of the Dominant Goods (Goods-Dominant logic or G-D logic) to that of the Dominant Services (Services-Dominant logic or S-D logic). In the practice of production and markets, we observed the phenomenon of commoditization understood as a progressive process through which goods and services lose the distinctive and sometimes unique characteristics that determine their value. At the same time, in order to stop this erosion of the competitive advantage, services have been incorporated into products aiming at preserving or increasing their perceived value and consequent profitability (i.e. servitization).

In interconnected and globalized markets where atoms and bits can be moved with ease, the creation, transfer and destruction of knowledge and skills have clearly acquired centrality and have found a better theoretical confirmation where, in the market exchange, the specific knowledge is used for the benefit of the counterparty. The (co) creation of value is always activated through the exchange and there is always a service object of the transaction; where there is a physical asset, these act exclusively as a means of providing the service. In this logic, the distinction between tangible and intangible goods becomes obsolete and the application of skills for the benefit of others for the purpose of obtaining the value in use assumes a central role in the exchange of economic and social values (for example, to the so-called social innovation).

The transition from the production model G-D logic to the S-D logic model, from creation to co-creation finds the necessary complement in the transition from closed innovation models to open innovation models.

Industry 4.0 brings together the digital and intelligent networking of companies positioned along the different stages of value creation with the management of individual functions of value creation, the autonomous and structured decision-making processes on the analysis of Big Data (Kagermann et al., 2013) generated by the Internet of Things (IOT) where the configurations of people, technologies, value propositions and information create the so called Product-Service Systems (PSS).

This track calls for contributions, which look at the architectural and governance mechanisms for the sustainable evolution and control of the technology-driven production and co-creation processes. The aim of this track is to stimulate and enrich the academic debate on the different dimensions of the Industry 4.0 impact by exploring the organisational, managerial, technological and societal challenges that are emerging also in relation to ethical and compliance issues.

We strongly encourage submissions that contribute to this debate from a multidisciplinary perspective. We also welcome case studies and theoretical contributions which explore the complexity associated to the diffusion the new production models.

Main topics of interest include, but are not limited to:

- smart manufacturing
- smart logistics
- manufacturing organization
- material flow organization and simulation
- material tracking and identification in smaller industrial companies
- modern and digital supply chain management
- maintenance 4.0
- sustainable production
- social sustainability in industry 4.0
- cyber-physical systems and cyber-physical production systems



- automation and man-machine interaction
- internet of things in manufacturing and logistics
- IT in production, logistics, and supply chain management
- new technologies in production and logistics management
- new approaches for computational design and engineering
- digital transformation
- smart business models
- organization and network models
- implementation strategies and roadmaps

Best papers will be proposed for a fast track publication on Journal Management & Marketing (De Gruyter).

Type of contributions invited:

We welcome full research papers, research-in-progress papers, experience-in-the-field reports).

Track Co-Chairs

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Short bio	Francesco Bellini - He trained as an economist (Degree in Economics, MAs in Economics and Management of Technological Change, PhD in Innovation Management). He teaches Technology Management and Digital Transformation at the Department of Management of University of Rome La Sapienza; he is also professor of Finance at the International Telematic University UNINETTUNO. He is research director at Eurokleis and he is scientific consultant for a number of private and public bodies. During his professional career, he worked in more than 30 EC projects coordinating 4 of them (MIRACLES FP5-GRD1-2001-40047, MTM FP5-IST 1999-11100, MIETTA FP4-LE4-8343 and MAXICULTURE FP7-ICT 601070). He is author of 4 books and more than 70 publications.
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Short bio	Fabrizio D'Ascenzo – Degree in Economics, PhD in Commodities Science. He is full professor of Production Management and ICT and Dean of the Faculty of Economics of Sapienza University of Rome. He is Deputy Rector of Sapienza University for the relationships with companies and is the Director of the post-graduate course of Sapienza University in European Projects. He is the Italian responsible of the Master course “Economy of enterprise, Quality and Innovation” conducted in partnership with the University of Economics (UNECON) of St. Petersburg in Russia which is the result of the first Tempus project of the two cited above. He is responsible for the agreements of Sapienza with the University of California – Berkeley and with the University MGIMO of Moscow. He is author and co-author of more than one hundred books and papers published in Italy and abroad.
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Short bio	Alina Mihaela Dima - She is a full Professor at the Bucharest University of Economic Studies, Faculty of Business Administration and since November 2011, she is the Director of the UNESCO Department for Business Administration. Alina Dima has graduated in 1998 the International Business and Economics Faculty (REI) within the Bucharest University of Economic Studies; she has a Master degree in Economics, specialization in Intra-European Transactions and a PhD. in Economics since 2007 with specialization in International Business and Economics. Her main research fields of interest are: International Business, Competition Policy, European Integration, Higher Education. She has coordinated two national projects related to competition policy and higher education in Europe financed by UEFISCDI. She is one of the founding members and the vice-president of the association 'Society for Business Excellence', Chief-Editor of the journal Management & Marketing, Challenges for the Knowledge Society indexed in more than 20 international databases (Scopus, Cabell's, Index Copernicus, CEEOL, EBSCO, RePEc, DOAJ, Ulrich and ProQuest) and published by De Gruyter German Publishing House.

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Submission

Submissions will be evaluated through a standard blind review process. Track chairs will ensure anonymity of the review process.

Authors are highly encouraged to seek guidance from Track Chairs prior submitting the paper. We highly encourage authors to formalize this process by sending an abstract to the Track Chairs to receive feedback and guidance. Formal submission must specify the track that they are intended for. The page limit for contributions submitted in English is equal to 12 pages (maximum). Formatting rules (LNCS Springer format) are available at this link:

<http://www.springer.com/it/computer-science/lncs/conference-proceedings-guidelines>

Deadline for encouraged abstract submission: April 21, 2019



itAIS & MCiS 2019

*Digital transformation and social innovation in the current era:
organizing, managing and controlling*



Deadline for full paper submission: May 20, 2019