

Sustainable Business Model and Digital Transformation

The sustainable business model concept is hugely successful and highly common among practitioners. Still, a lack of consensus exists among scholars about how business models can evolve towards higher levels of sustainability and digitalization. A business model can be defined as the system of the boundary-spanning interactions of the organization that is key to the organization's revenue flows. Under selective pressures due to economic, ecological, technological, relational, and institutional phenomena, business models dynamically evolve through micro-adaptations and/or disruptive changes. Usually, the digital transformation (DT) path can lead to disruptive changes. The Digital Transformation does not, therefore only concern the adoption of new technologies, but requires the implementation of a much wider change, which must involve numerous aspects relating to the structure and above all to the organizational culture. These changes impact on all businesses and industries. The most tangible changes concern: product customization, automatic control of production processes, the introduction of robots that support and gradually replace manual labor, the implementation of predictive models for decision making, a new concept of the relationship with the customer. In summary, the impact is significant on all company functions.

Hence, who governs the company has to transform their mindset and knowledge aimed at accepting even critically the changes induced by digitization.

For these reasons, digital transformation is understood as an organizational strategy whose objective is to create value on the entire value chain. Specific topics include, but are not limited to:

- Managerial and organizational implications of digitalization
- Digital transformation and sustainable business model innovation.
- New digital skills
- Digital transformation strategies
- Managing the digital transformation in Industry 4.0
- The role of the Chief Digital Officer

We solicit full papers, but it is also possible to submit research-in-progress research or short paper in related fields. Articles exploring new directions or areas are also welcome.

Keywords

Digital transformation; New sustainable business model; Digital transformation strategies; New digital skills; Organizational implications of digitalization.

Track Co-Chairs

Name – Surname	Cecilia Rossignoli
Title	Prof. (Full professor)
E-mail	cecilia.rossignoli@univr.it
Affiliation	University of Verona (Italy)

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Name – Surname	Sascha Kraus
Title	Prof. (Full professor)
E-mail	sascha.kraus@durham.ac.uk
Affiliation	Durham University (UK)

Name – Surname	Alessandro Zardini
Title	Dr. (Assistant professor)
E-mail	alessandro.zardini@univr.it
Affiliation	University of Verona (Italy)

Bios of track Co-Chairs

Prof. Cecilia Rossignoli: She is Full Professor of Organization Science at the University of Verona (Italy), Department of Business Administration. Previously she served as Assistant Professor at the Catholic University of Milan. Professor Rossignoli is member of the faculty of the Graduate School Graduate School of Economics and Management (Gsem), University of Padua, and University of Verona. Her research and teaching interests cover the area of Information Systems and Organization Studies. Cecilia Rossignoli has published, among others, on Information Systems and E-Business Management, Electronic Markets, Journal of Intellectual Capital, Journal of Business Research and at the International Conference on Information Systems (ICIS) and at the European Conference on Information Systems (ECIS). Cecilia served for 4 years as President of itAIS, the Italian Chapter of the Association for Information Systems.

Prof. Sascha Kraus: He is Full Professor of Entrepreneurship at Durham University Business School. Before joining DUBS, he held Full Professor positions at Utrecht University, The Netherlands, the University of Liechtenstein and École Supérieure du Commerce Extérieur, a Grande École in Paris, France. He also worked as Visiting Professor at Copenhagen Business School, Denmark and at the University of St. Gallen, Switzerland. His main research areas are Strategy, Internationalization, Entrepreneurship and Innovation. He is the author of more than 100 academic articles, his research being published in outlets such as the British Journal of Management, Entrepreneurship and Regional Development, Industrial Marketing Management, Journal of Business Research, Journal of Product Innovation Management, Journal of Small Business Management, Journal of World Business, The Leadership Quarterly, Psychology & Marketing, or Small Business Economics. He is ranked amongst the top 10 German-speaking Business & Management professors; according to the ranking of the financial magazine “Wirtschaftswoche”.

Dr. Alessandro Zardini: He is Assistant Professor of Organization Science at the University of Verona (Italy), Department of Business Administration. His research and teaching interests cover the area of Management Information Systems and Organization Studies. He is the author of some articles, his research being published in outlets such as the Journal of Business Research, Journal of Intellectual Capital, Journal of Cleaner Production, Knowledge Management Research & Practice, Review of Managerial Science, or Corporate Social Responsibility and Environmental Management.

Track programme committee members

Ludovico Bullini Orlandi, ludovico.bulliniorlandi@univr.it, University of Verona (Italy);
 Giulio Caldarelli, giulio.caldarelli@univr.it, University of Verona (Italy);

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Alessia Zoppelletto, alessia.zoppelletto@univr.it, University of Verona (Italy);

Pietro Previtali, pietro.previtali@unipv.it, University of Pavia (Italy);

Maddalena Sorrentino, maddalena.sorrentino@unimi.it, Catholic University of Milan (Italy);

Paul Pierce, paul.pierce@ics.lu.se, University of Lund (Sweden)

Special Issue connected with this track:

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