

Knowledge Futures: AI, Technology, and the New Business Paradigm

CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 05

Thematic Area: Business Model and Technology

Exploring the Intersection of Digital Transformation and Business Model Innovation: Insights and Opportunities

Description

Digital Transformation (DT) is crucial for driving Business Model Innovations (BMIs) across sectors. It encompasses the integration of technology in business areas, reshaping approaches and value creation, delivery and capture processes. DT is a strategic process that leverages digital technologies such as Artificial Intelligence, Cloud Computing, the Internet of Things, and Big Data Analytics (Schneider et al., 2020; Vial, 2021), to streamline and improve business processes, enhance customer experiences, and increase efficiency. DT involves three different levels: externally, with a focus on the digital enhancement of customer experience; internally, shaping organizational structures and architectures; holistically, leading to the creation of new BMs and revenue streams (Woerner and Wixom, 2015), also enhancing competitiveness in an increasingly digital marketplace. Additionally, DT results in a significant increase in the amount and variety of data from heterogeneous sources, which can be used to gain insights into business operations and customer behavior, leading to improved decision-making and increased efficiency (Marcon et al., 2022). Proper data use could provide valuable information to conceptualize and introduce BMIs, acting on both the internal and external sides. From an internal perspective, DT has profoundly affected infrastructure management, acting on the ways organizations can collect, process, and handle data to improve their operations and processes. For example, by analyzing resource utilization and productivity data, organizations could identify areas for improvement, such as streamlining processes or reducing waste as well as they can use data for production traceability purposes (Arnold et al., 2016). From an external perspective, organizations could gain insights into consumer preferences and behaviors, using data to enhance the customer value proposition (Müller et al., 2018; Bresciani et al., 2021), through tailored products and services, personalized marketing and targeted advertising, which could turn into higher customer satisfaction and loyalty. In all cases, the use of data can lead to increased efficiency, reduced costs, and improved decision-making strengthening BMIs.

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Since these changes have increasingly attracted academic, practitioner, and policy-maker interest, this track aims to contribute to the growing discussion of the proper use of DT data to foster BMIs, by addressing various topics such as (but not limited to):

- Digital Transformation as antecedent and enabler of Business Model Innovations;
- Unlocking the potential of Digital Transformation for data-driven Business Model Innovations;
- Disentangling opportunities and barriers in DT-driven Business Model Innovations;
- Data value creation and appropriation and Business Model Innovations;
- The role of Digital Transformation in reshaping entrepreneurship;
- Digital Transformation-related skills and capabilities for Business Model Innovations in high and low-tech industries;
- Digital Transformation, Business Model Innovation, and consumer behaviors;
- Digital Transformation and Business Model Innovations toward a sustainable competitive advantage;
- Strategizing Digital Transformation and Business Model Innovations for ecosystem development;
- Digital Transformation and Business Model Innovations for firms' survival and performances.

Keywords

Digital Transformation, Business Model Innovations, Digital Technologies, Artificial Intelligence

Organizers

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Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable format) of **min 500 and max 1000 words** not later than **31 JANUARY 2025**, using the submission procedure available on the website. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: www.ifkad.org

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Important dates

31 January 2025	<i>Extended Abstract submission deadline</i>
24 February 2025	<i>Acceptance notification to authors</i>
20 April 2025	<i>Early-Bird registration cut off</i>
02 May 2025	<i>Full paper submission deadline</i>
31 May 2025	<i>Registration deadline</i>
2-4 July 2025	<i>Conference sessions</i>

For further information

For any information related to the event, please see the event website at www.ifkad.org or contact the conference manager at info@ifkad.org