

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

CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 32

Thematic Area: Industry, AI and Digital Technology

Technology Management and Business Maturity: Innovative, Sustainable and Secure Digital Transformation Initiatives in Industry

Description

In today's technology- and data-driven industrial environment, organizations are increasingly aware of the need to stay ahead of digital trends to remain competitive. They face mounting pressure to innovate while balancing the complexities of integrating new technologies with existing infrastructure, culture, and business models (*Corallo et al., 2023*). As businesses increasingly invest in cutting-edge technologies, one question arises: how ready is the organization to undertake and sustain these transformations?

The path to successful digital transformation is complex, requiring a nuanced understanding of technology management, and organizational maturity and readiness for significant, innovative, secure and sustainable digital investments. Additionally, organizations often struggle in assessing the potential of alternative digital projects and initiatives for maximizing the return on investments (*Mouhib et al., 2020*). Business managers have to justify their strategical and operational choices in technology and innovation enhancement, and to align them with the companies' capabilities. Therefore, they need to be supported by methodologies and tools for assessing the maturity of their companies and to ensure investment profitability (*Wamba et al., 2017*).

On top of that, this track explores how businesses can strategically approach digital transformation initiatives in industry, by assessing their technology management practices and determining their maturity and readiness for rightly address and support investments. It focuses on frameworks for evaluating key aspects of the digital transformation process, key challenges in aligning business and technology strategies, methods for ensuring long-term sustainability and innovation, and case studies describing whether the digital transformation succeed or falter.

Key topics also include:

- Technology management and transition in industry;
- Technology readiness assessment models and frameworks;
- Business processes maturity in relation to digital adoption;
- Strategic decision-making for digital transformation investments;
- Alignment of business and technology;

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- Best practices in managing technology transitions and innovations;
- Investment decision methodologies and tools;
- Organizational culture and change management;
- Case studies of successful digital transformation initiatives.

Keywords

Technology Management, Business Maturity, Innovation, Sustainability, Digital Transformation, Industry, Security, Business Strategy

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Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (ineditable 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

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