e-Business and Information Systems Management Track

<u>Track Chairs:</u>

- Professor Thanos Papadopoulos, University of Kent, UK
- Dr Nisreen Ameen, Royal Holloway University, London, UK
- Dr Dinara Davlembayeva, Cardiff University, UK
- Dr Davit Marikyan, University of Bristol, UK

Track description:
The E-Business & Information Systems Management Track at BAM's Annual Conference provides a lively and friendly forum for academics, practitioners and policy makers to present and discuss their latest findings in digital business and government context, and the underlying technologies, infrastructure and services to support these applications. While our enduring interest lies in understanding how organisations and individuals leverage digital technologies to optimise their operations and enhance their lives, this call for papers places particular emphasis on digital transformation and its profound impacts on society, the environment, and organisations.

Our primary objective is to facilitate diverse perspectives and insights, shedding light on the societal, organisational, and individual barriers and enablers of digital transformation. This, in turn, will guide the formulation of effective strategies and best practices aimed at maximising the positive impacts of digital transformation on society as a whole.

We invite submissions on a wide range of topics related to digital transformation, including but not limited to:

Societal Impacts:
- Digital inequality and inclusion
- Ethical considerations and digital transformation
- Societal implications of e-government, e-public services, e-health, e-learning

Digital transformation and environmental sustainability:
- Technological solutions (e.g. smart systems, blockchain, artificial intelligence, augmented reality and virtual reality) for environmental sustainability
- Circular economy

Organisational change:

- Organisational management in the digital era
- Opportunities and challenges in building sustainable business models through technology
- The disruptive role of the most recent digital technological advancement, including machine learning and artificial intelligence (AI)
- e-supply chain management and logistics
- Business model innovation and organisational resilience
- Measuring the impact of digital transformation on organisations
- Big data analytics, open data and data science applications across business domains (e.g. Marketing analytics, HR analytics, Social Media Marketing)
- Responsible use of AI in e-business and e-government

Implications for users and consumers:
- Digital skills and capabilities development
- The psychology of digital adoption and resistance
- Personal empowerment through digital technologies
- The impact of digital transformation on work-life balance
- Marketing in the age of cutting-edge technologies
- Impact of augmented, virtual, and mixed reality on consumers' consumption practices and wellbeing

Technology developments:
- Cybersecurity and business and global challenges of information security adoption, acceptance and diffusion of digital innovations
- Emerging opportunities and challenges related to topical developments (e.g. nanotechnology, edge computing, quantum computing)

The above suggested topics are not an exhaustive list and any other multi- and inter-disciplinary contributions are welcome. All methodological approaches (empirical, analytical, conceptual or mixed) that create new insights for a deeper understanding within this important field will be well received.