

---

## CALL FOR CONTRIBUTION

---

### INTERNATIONAL RESEARCH EVENT

### INNOVATION & DIGITAL ECONOMY

IDE – 2017

CASABLACA, October 06,2017

#### CONFERENCE COMMITTEE

- Mounia BENABDALLAH - IDRAC BUSINESS SCHOOL - France
- Karim BENKAHLA – ISCAE – Tunisia
- Rickard ENSTROM – MacEwan university – Canada
- Adil FARTAKH – ESTC Casablanca– Maroc
- Maher GASSAB - ESC MANOUBA – Tunisia
- Samy GUESMI – Université Côte d’Azur – Nice –France
- Walid HADHRI –ISG- Tunisia
- Jessica LICHY - IDRAC BUSINESS SCHOOL - France
- Fraser McLEAY – Northumbria University Newcastle Business School- UK
- Said MDARBI– ESTC Casablanca– Maroc
- Youssef MRABET – ESTC Casablanca– Maroc
- Hatem MHENNI - ESCT - Tunisia.
- Moussa YASSAFI-ESTC Casablanca– Maroc
- Lhoussine SIMOUR-ESTC Casablanca– Maroc
- Zoulal MANSOURI-ESTC Casablanca– Maroc

#### CONFERENCE OBJECTIVES

This international research event provides a unique opportunity for researchers in the innovation and digital economy to interact with international peers and with each other. It also provides a meeting place for professionals and researchers, with stimulating discussions and comments. In addition, the conference offers a publishing opportunity, including a selection of the best articles to be published in two special issues of FNEGE/ CNRS : **La Revue des Sciences de Gestion** (Special issue 2017



in English) and **International Journal of Technology and Human Interaction** (Special issue 2018).

## RESEARCH FRAMEWORK

Innovation activities are widely considered as one of the most important engine of growth in the late 2000s (Pérez, 2002; Lucio-Arias and Leydesdorff, 2009; Bonaccorsi, 2008 and Aghion et al, 2009). Several studies recommended that investing massively in innovation would increase productivity and growth and performance of the firms (Hitt, 1997; Gibson and Naquin, 2011; Crespi and Zuniga, 2012; Atalay et al., 2013; Prorokowski, 2014; Hall et al. 2016; Mazzola et al. 2016).

The digitization of the economy and uses have reversed power to the disadvantage of the company for the benefit of the consumer. Thus, the important thing is not the digital dimension but the digitization of the production and consumption of products and services. In this respect, innovation becomes an imperative for the survival of enterprises (Viardot 2017).

Thanks to the rapid development of information and communication technologies, the customer has become well informed and in a position of strength in relation to firms. Thus, among the tools of innovation in the digital world is the fact of knowing customers without bothering them. Hence innovation is a process of co-creation with the customer. In other words, you can not count on him to express his need. So, we must put it in the presence of a first use (product) and a solution that goes with its problem. In this respect, innovation therefore requires multidisciplinary teams that produce a critical mass of knowledge to produce value in use is by putting a Business Model

The digital economy is developing rapidly worldwide. It is the single most important driver of innovation, competitiveness and growth, and holds huge potential for organisations. New digital trends such as cloud computing, mobile web services, smart grids, social media, internet of things and big data are radically changing the business



landscape, reshaping the nature of work, the boundaries of enterprises and the responsibilities of business leaders. These trends enable more than just technological innovation. They jostle innovation in business models, business networking and the transfer of knowledge.

Innovation and digitisation are becoming a continuous and vital challenge for all types of organisations. These challenges generate a rich and diverse research environment for researchers and practitioners. In this context, we invite academics to submit to our new international research event dedicated to *Innovation and Digital Economy – IDE 2017*.

### The objectives of the event are:

- I. **Pragmatic:** creating a synergy between academics and entrepreneurs, in order to give more meaning to this challenge and to consider a plan of action.

Therefore, workshops with professionals and entrepreneurs will be organized around the following themes:

- Green IT
- IT jobs
- e-Health

- II. **Scientific:** publishing contributions about the role and the impact of creativity and digital economy in such fields as :

#### **A. Digital Economy**

- The sharing economy
- Education and learning
- Big Data
- Green IT
- ...

#### **B. ICT and wellbeing**

- Co-creation
- e-Health
- ICT adoption/acceptance and usage
- IT jobs
- Green innovation
- ...

#### **C. ICT and organisational innovation**

- Management (in the broadest sense)
- Structure of the organisation



- Organisation operational strategies (marketing, communication, ...)
- Innovation/ Open Innovation
- Cloud Computing
- Social Environment - Open ICT for Development
- Human resources
- New Business Models
- ...

### IMPORTANT DATES

- September 29, 2017: Deadline for receiving written papers
- October 2, 2017: Inscription and payment
- October 7, 2017: Conference
- November 6, 2018: Reviewer feedback of papers for publication.

### GUIDELINES FOR PROPOSALS PAPERS SUBMISSION

**Submissions must be original works (neither published nor submitted elsewhere)**

A selection of best working papers will be considered as potential submissions for the conference special issue in the following ranked journals (CNRS / FNEGE):

- IJTHI : International Journal of Technology and Human Interaction
- RSG : Revue des Sciences de Gestion

The deadline for submission of full papers: **September 29, 2017, by email to** [mounia.benabdallah@ecoles-idrac.com](mailto:mounia.benabdallah@ecoles-idrac.com) ; and [jessica.lichy1@idraclyon.com](mailto:jessica.lichy1@idraclyon.com) ; and [walid.hadhri@gmail.com](mailto:walid.hadhri@gmail.com)

Submissions must adhere to the guidelines of the above journals.

Note that, all submissions will be double blind reviewed.



المدرسة العليا للتكنولوجيا الدار البيضاء  
Ecole Supérieure de Technologie Casablanca



## FEES

- 100 euros for Maghreb Arab delegates
- 50 euros for Maghreb Arab PhD candidates (**payable via IBAN to : IDRAC Lyon by 02.10.2017**)
- 200 euros for international delegates <sup>1</sup>
- 100 euros for international PhD candidates (**payable via IBAN to: IDRAC Lyon / by 02.10.2017**)

**Please note that above fees cover only: conference registration, breakfast, lunch, dinner, coffee breaks, gala dinner and touristic visit.**

**Registration confirmation will be made by email upon receipt the bank transfer proof.**

**Participants which used Order Form must confirm their payment by mail to: [mounia.benabdallah@ecoles-idrac.com](mailto:mounia.benabdallah@ecoles-idrac.com) and [walid.hadhri@gmail.com](mailto:walid.hadhri@gmail.com) by 02.10.2017, and must present the original document at the opening of the conference**

---

<sup>1</sup>Not Maghreb Arab



## REFERENCES

- Al-Debei, M. M., El-Haddadeh, R., & Avison, D. (2008). Defining the business model in the new world of digital business. *School of Information Systems, Computing and Mathematics*.
- Amit, R., & Zott, C. (2012). Creating value through business model innovation. *MIT Sloan Management Review*, 53(3), 41.
- Browning, K. (2008). Art as transformation. In M. Gardner & U. Kelly (Eds.), *Narrating transformative learning in education* (pp. 211-221). New York, NY: Palgrave Macmillan.
- Edmonds, E. A., Weakley, A., Candy, L., Fell, M., Knott, R., & Pauletto, S. (2005). The studio as laboratory: combining creative practice and digital technology research. *International Journal of Human-Computer Studies*, 63(4), 452-481.
- Florida, R. (2002). *The Rise of the Creative Class*. Basic Books, New York.
- Haltiwanger, J., & Jarmin, R. S. (2000). Measuring the digital economy. *Understanding the Digital Economy: Data, Tools and Research*, 13-33.
- Hawkins, J. (2001). *The creative economy*. Allen Lane.
- Kling, R., & Lamb, R. (1999). IT and organizational change in digital economies: a socio-technical approach. *ACM SIGCAS Computers and Society*, 29(3), 17-25.
- Lee, K. C. (Ed.). (2012). *Digital creativity: Individuals, groups, and organizations* (Vol. 32). Springer Science & Business Media.
- Lee, M. R., & Chen, T. T. (2015). Digital creativity: Research themes and framework. *Computers in Human Behavior*, 42, 12-19.



Viardot E. 2017, "Redefining Collaborative Innovation in the Digital Economy" in *Strategy and Communication for Innovation*, pp265-290.

Tapscott, D. (1996). *The digital economy: Promise and peril in the age of networked intelligence* (Vol. 1). New-York: McGraw-Hill.

Zimmermann, H. D. (2000). Understanding the digital economy: Challenges for new business models.

Zott, C., Amit, R., & Massa, L. (2011). The business model: recent developments and future research. *Journal of management*, 37(4), 1019-1042.