



SIG 14 - Conference General Track

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

T14_05 - The future of organizations in the age of digital transformation - A critical discussion beyond marketing and buzzwords

Proponents:

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Short description:

The current debate on digital transformation is characterized by a strong imagery that praises the opportunities of digitalization in the highest possible terms and often plays with the fear claiming that without a short-term realization of the digital transformation organizations will lose out. This underlines the urgent need to discuss the digital transformation and its possible differential implications on organizations from a more balanced point of view. The proposed track invites researchers and practitioners to share their ideas about the future of different types of organizations considering both the opportunities and challenges provided by the digital transformation.

Long description:

The need for preparing for the digital transformation is a recurrent theme in the current public and academic debate. What is striking is that these debates are characterized by a strong imagery that praises the opportunities of digitalization in the highest possible terms (often pronounced by IT consultancy firms and IT scholars); here it sometimes seems that it does not really matter what the problem is – the answer will come from advanced IT technologies. In addition, it is played with the fear, which is amplified by uncertainty and ignorance, of people by using, again, a strong imagery that is geared to show that without a short-term realization of the digital transformation organizations (entire countries) will lose out. Likely consequences are obvious, organizations including policymakers approach the digital transformation by means of ad hoc solutions, e.g. the order of new software, thereby overlooking the crucial need of understanding the structural and cultural contexts that they are supposed to benefit. What if a too strong focus on digitalization in terms of collecting and storing data will actually lead to (even) more formalization and documentation in organizations (because it is possible to do it) and thus take away valuable time from focusing



on creativity and innovation. If we instead talk about sustainable digitalization, what will we then imagine?

Against this background, from the research side, there is an urgent need to discuss the digital transformation and its possible differential implications on private and public organizations from a more balanced point of view. Thus it is claimed that researchers should approach the digital transformation and its consequences on organizations and their future with more scrutiny and reflection. As we know from research that (technological) innovation rarely yields the consequences expected.

Therefore, we encourage scholars and practitioners to share their reflective and critical ideas about the future of different types of organizations considering both the opportunities and challenges provided by the digital transformation. Submissions, which could take the form of working papers or critical essays, adopting different theoretical lenses and worldviews, using different research methods, analyzing different types of organizations (e.g. small and medium-sized enterprises) and exploring the topic in different cultural settings are strongly encouraged.

Keywords:

Critical discourse
Digital transformation
Future of organizations

Publication Outlet:

Prometheus. Critical Studies in Innovation
The Springer series Management for Professionals
Palgrave Handbooks

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2019/author-s-guidelines.html>