

P5 - Digital Innovation in Disruptive Times: Exploring Strategies across Teams, Technology, Firms, and Industry levels

2. DIGITAL TRANSFORMATION of ORGANIZATIONS and INDUSTRIES

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Track summary: In the fast-paced technological era, emerging digital technologies both challenge and offer new opportunities to established firms. To harness these opportunities and navigate challenges, many firms undergo "digital transformation", adapting in terms of technology, market dynamics, and organizational innovation. Yet, managing digital innovations remains complex for these firms. This sub-track invites researchers to explore digital innovation strategies within R&D departments, across firms, and industries.

We predominantly encourage empirical and methodological studies, ranging from micro-level explorations of individual or group dynamics influencing digital innovation to macro analyses centered on organizations, networks, or entire industries. Contributions are particularly sought on the following themes but are not limited to:

1. What capabilities and strategies are being employed by organizations to navigate the challenges and opportunities of digital innovation?
2. How do methods utilized in digital innovation differ from or align with those used in traditional innovation activities?
3. How do existing technological, organizational, and marketing paths enable or hinder digital innovations?
4. Which areas or types of digital innovations are being prioritized by organizations as they undergo digital transformation?
5. What selection criteria, decision-making processes, and operational frameworks are managers and firms deploying for their digital innovations?
6. Through what methodologies and metrics are firms evaluating the performance and impact of their digital innovations?
7. How are ethical values and infrastructures shaping the trajectory of digital innovation advancements?
8. How are organizations leveraging digital innovations to address broader global challenges, particularly the transition to sustainability?