

P7 - Exploring the Intersection of Digital Transformation and Business Model Innovation: Insights and Opportunities

2. DIGITAL TRANSFORMATION of ORGANIZATIONS and INDUSTRIES

Alessandra Costa¹ (alessandra.costa@unime.it)

Veronica Marozzo¹ (veronica.marozzo@unime.it), Tindara Abbate¹ (tindara.abbate@unime.it)

¹ Department of Economics, University of Messina, Messina, Italy

Track summary: In a rapidly evolving business landscape, the intersection of Digital Transformation (DT) and Business Model Innovations (BMIs) has emerged as a key point for organizations aiming to remain competitive into an increasingly digital-driven world.

DT involves integrating digital technology into all aspects of a business, resulting in profound changes in operations and customer value creation. It leverages technologies like Artificial Intelligence (AI) Cloud Computing, Internet of Things (IoT), and Big Data Analytics to streamline processes, enhance customer experiences, and boost efficiency. DT also impacts customer experiences and value propositions, while also transforming firms' managerial and entrepreneurial approaches, thereby creating new revenue streams and boosting BMIs. Moreover, DT results into a wealth of data from automated processes, customer interactions and a widespread use of IoT, which can be leverage for business operation optimizations, leading to improved decision-making processes and increased efficiency. Moreover, data analytics has opened up new business opportunities, like targeted advertising and value creation strategies, at three different levels-internal, external and holistic- thereby prompting digital-driven BMIs in unexpected directions.

We invite submissions that delve into the link between DT and BMIs, to gain a better understanding of characteristics and common patterns related to the digital-enabled BMI strategies and architectures as well as to gain insights on how DT might directly or indirectly affect the interrelationship among BM components- in a more systemic perspective- and to unravel how DT may help or challenge specific phases of the BMI processes, impacting on different managerial and entrepreneurial approaches.