



SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T13_09 - Digital Strategy, Artificial Intelligence and Industry 4.0

Proponents:

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Short description:

The track aims to stimulate the debate on new research and practice insights in digital strategy, artificial intelligence and industry 4.0, especially with respect to challenges that organizations, their leaders and their stakeholders face. We are looking for theoretical approaches that help organizations to achieve sustainable competitive advantages in the digital economy. Furthermore, approaches to teach future leaders as well as critical discourse of needed skills and competencies to prepare for the challenges of the digital economy are welcomed.

Long description:

The fourth industrial revolution driven by industry 4.0 technologies – from robotics to IoT and 3D printing, from big data analytics to artificial intelligence - and linked to digitalization of businesses is going to transform the rules of the game in business, work, and society. Despite the growing attention to this phenomenon, management studies are still at an early stage regarding conceptual and empirical contributions. This is especially true for the research areas of strategic management and strategic leadership. Besides a wake-up call of McKinsey Quarterly in 2014 about digital strategy, and follow ups in Harvard Business Review (2015, 2016, 2017, 2018) and Sloan Management Review (2017) remarkable less substantial contributions have been published in academic strategic management journals about digital strategy so far.

Many important research questions remain largely unanswered:

- What does digital strategy as an often used term in popular literature mean for firms, their strategies, leaders and their stakeholders? Is it just about becoming more “digital” or does it change the whole business strategy and leadership? We look for studies and conceptual works which focus on how organizations are affected by, cope with or determine digital strategy.

- Does digital strategy make the old market-based and resource-based approaches at least partly



obsolete? What is the new competitive advantage in a digital economy and what are the new generic strategies of companies in such an economy? We look for new concepts and theoretical approaches that explain how companies can compete in the digital economy and create successful strategies.

- How are manufacturing firms coping with industry 4.0? Does more technology drive to stronger competitive advantage? Which are new business models and processes implemented? How is Industry 4.0 driving innovation in products and services?

- What are the new limiting factors in terms of strategic growth and success? How does digitalization influence the speed of internationalization, strategic alliances and market entry strategies? We also need a better empirical foundation for these issues.

- How can leaders and employees be prepared to face the challenges of the digital economy? Is standard teaching in management courses sufficient? We look for approaches that help us prepare future employees and leaders for the challenges of the digital economy.

- How can Artificial Intelligence be applied for strategic decision making and strategy formulation. In particular we look for research work that examines how those new technologies are shaping leaders thinking and strategic decision making.

Keywords:

Strategy
Digitalization
Artificial Intelligence
Industry 4.0
Leadership
Human Resource Management

UN Sustainable Development Goals (SDG):

Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 12: Responsible consumption and production.

Publication Outlet:

Journal of Knowledge Management
Springer
Routledge

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AUTHORS GUIDELINES

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