

## Title of the Track

### Digital Transformation

#### Short Description of the Proposed Track

It is widely acknowledged that organizations have suffered a large evolution at the social, economic and technological levels where the traditional barriers of transferring information and knowledge have been progressively eliminated. This evolution allowed the elimination of silos, the breaking down of hierarchies, the connection of internal and external stakeholders and the empowering of employees. In this context, the integration of technological innovations, such as Big Data - Analytics, Cloud Computing, Mobile Connectivity, and Social, the four pillars of digital transformation, in business practice can enable significant competitive advantage.

The definition of digital transformation (DT) is not consensual among the stakeholders involved, particularly in organizations, leading to several perspectives of what it really means. These perspectives range from a focus on technology, to digital customer engagement, to new digital business models and so on. The lack of clarity often results in piecemeal initiatives, missed opportunities and false starts in the organization digitalization.

According to Earley Information Science DT is today a top priority for executives, being that (1) 125000 enterprises expect revenue from their digital initiatives to increase by 80% by 2020; (2) DT initiatives will more than double by 2020, from 22% to almost 50% and, (3) only 27% of businesses have a coherent digital strategy for creating customer value in place. The main purpose of digital transformation is to obtain benefits of digital technologies, such as productivity improvements, cost reductions and innovation. Nevertheless, for these results to be achieved, a total organizational commitment is required.

From the organizations' point of view, DT can be seen as a deep and accelerating transformation with regard to processes, activities, competencies and models, in order to take advantage of the changes and opportunities offered by the inclusion of digital technologies into an organization. However, this advantage is only possible if the information systems of the organizations are aligned with these new technologies.

Continuous education/training may be seen as the process of identifying and implementing professional skills, enabled by new scientific and technological knowledge and implemented in an organizational context, to address new professional needs. Professionals need new life-long learning approaches to assist them in keeping up with the rhythm of technological change that requires a continuous update of the learning contents, learning processes and delivery approaches of developing training.

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According to this, in this track we will discuss issues related with the potential way how DT can be used to attain this goal. We also would like to attract papers that discuss the impact of the DT in the everyday life citizens, enterprises and governments. Additionally, how Higher Education Institutions will design the curriculums to include the DT, and these implications. To sum up, we welcome papers (full research papers and research in progress papers) related with the following topics (but not limited to):

- Perspectives and challenges associated with digital transformation (DT).
- Business strategies implemented.
- Adoption of systems and technologies
- eHealth in DT.
- Assessing new methods and technologies in education.
- Usability and accessibility.
- Quantitative, qualitative and mixed methods applied to assess DT.
- Digital skills in the information society.
- New roles of citizens in DT.
- Organization of society and tax collection.
- Case studies
- Social impact of DT

## Publishing Opportunities in Leading Journals

**International Journal of Technology and Human Interaction** -  
<http://www.iglobal.com/journal/international-journal-technology-human-interaction/1084>

**Journal of Information Systems Engineering & Management**  
<http://lectitojournals.com/journalfor-information-systems-engineering-management>

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## Track Co-Chairs

|                 |                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1               | Name Surname (primary contact) | Fernando Moreira                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                 | Title                          | Associate Professor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                 | E-mail                         | fmoreira@upt.pt                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                 | Affiliation                    | Portucalense University, IJP, REMIT & IEETA, Aveiro University, Portugal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                 | URL                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|                 | Short Biography                | <p>He graduated in Computer Science (1992), M.Sc. in Electronic Engineering (1997) and Ph.D. in Electronic Engineering (2003), both at Faculty of Engineering of the University of Porto. He is member of the Department of Innovation, Science and Technology at Portucalense University since 1992, currently as Associate Professor and a visiting professor at the Porto Business School. He is a Senior Researcher at IJP and REMIT - UPT, Porto, and IEETA - UA, Aveiro, Portugal. He teaches subjects related to undergraduate and pos-graduated studies. He supervises several Ph.D. and M.Sc. students. He is a (co-) author of several scientific publications with peer-review on national and international journal and conferences. He serves as a member of Editorial Advisory Board for several journals and books. He organized several special issues in Telematics and Informatics. He has already regularly serves as a member of Programme and Organizing Committees of national and international conferences. He is the coordinator of the M.Sc. of Computation. He organized the ECIS 2017 Track 27. He holds editorial experience. He is co-editor of the several books. He is associated with NSTICC, ACM and IEEE. His principal research areas are mobile computing, ICT in Higher Education, mobile learning and Digital Transformation.</p> |
|                 | 2                              | Name Surname                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Title           |                                | Associate Professor with Habilitation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| E-mail          |                                | <a href="mailto:ramiro@utad.pt">ramiro@utad.pt</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Affiliation     |                                | University of Trás-os-Montes e Alto Douro and INESC TEC (Portugal)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| URL             |                                | <a href="http://www.degois.pt/visualizador/curriculum.jsp?key=1816434909179886">http://www.degois.pt/visualizador/curriculum.jsp?key=1816434909179886</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Short Biography |                                | <p>Ramiro Gonçalves is an Associate Professor with Habilitation at University of Trás-os-Montes e Alto Douro, in Vila Real, Portugal, and a Senior Researcher at INESC TEC Associated Laboratory, Porto, Portugal. Ramiro is currently the Executive Director of the PhD degree in Informatics and has around 200 publications (including book chapters, Scientific Citation Index journal articles, as well as publications in refereed conference proceedings).</p> <p>He supervises several Ph.D. and M.Sc. students in the field of Information Systems, e-business and Accessibility Web. He serves as a member of Editorial Advisory Board for several journals and books. He organized</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|---|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                 | several special issues in Journals indexed by Journal Citation Reports.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3 | Name - Surname  | David Fonseca                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|   | Title           | Associate Professor                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|   | E-mail          | fonsi@salle.url.edu                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|   | Affiliation     | La Salle, Universitat Ramon Llull (Spain)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|   | URL             | <a href="http://www.salle.url.edu/~fonsi">www.salle.url.edu/~fonsi</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|   | Short Biography | Spain Telecommunications degree (1998), Geographic Information Systems International Master (2003), Audiovisual Communication degree and Information and Knowledge Society Master (2005-2009), and PhD by Ramon Llull University (2011). Associated Professor at Department of Architecture, La Salle (URL). He has one AQU recognized six-year increments. Principal researcher in National RD&I projects and Assessor of the Spanish National Agency for Quality Assessment and Accreditation. Member of the URL research group in Enhanced Technology Learning (GRETEL). Internationally certified by Autodesk, member of the scientific and editorial boards of several publications, his activities deal with multimedia, architecture, usability studies, and computer-mediated communication/education. President of final year work, final year project, final bachelor's degree and master's degree project boards at La Salle-UPC. Member of several doctoral boards. |

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## Track Associate Editors

|   |              |                                                                |
|---|--------------|----------------------------------------------------------------|
| 1 | Name-Surname | Manuel Pérez Cota                                              |
|   | Title        | Prof.                                                          |
|   | E-mail       | mpcota@uvigo.es                                                |
|   | Affiliation  | Universidade de Vigo, Spain                                    |
| 2 | Name-Surname | César Collazos                                                 |
|   | Title        | Prof.                                                          |
|   | E-mail       | ccollazo@unicauca.edu.co                                       |
|   | Affiliation  | Universidad del Cauca, Colombia                                |
| 3 | Name-Surname | Lorna Uden                                                     |
|   | Title        | Prof.                                                          |
|   | E-mail       | L.Uden@staffs.ac.uk                                            |
|   | Affiliation  | Staffordshire University, UK                                   |
| 4 | Name-Surname | Arnaldo Martins                                                |
|   | Title        | Prof.                                                          |
|   | E-mail       | jam@ua.pt                                                      |
|   | Affiliation  | Universidade de Aveiro, Portugal                               |
| 5 | Name-Surname | Philippe Palanque                                              |
|   | Title        | Prof.                                                          |
|   | E-mail       | Philippe.Palanque@irit.fr                                      |
|   | Affiliation  | Université Toulouse III, France                                |
| 6 | Name-Surname | Jezreel Mejia Miranda                                          |
|   | Title        | Prof.                                                          |
|   | E-mail       | jmejia@cimat.mx                                                |
|   | Affiliation  | Centro de Investigación en Matemáticas, Zacatecas, Mexico      |
| 7 | Name-Surname | Jörg Thomaschewski                                             |
|   | Title        | Prof.                                                          |
|   | E-mail       | joerg.thomaschewski@hs-emden-leer.de                           |
|   | Affiliation  | University of Applied Sciences, Hochschule Emden/Leer, Germany |
| 8 | Name-Surname | Álvaro Rocha                                                   |
|   | Title        | Prof.                                                          |
|   | E-mail       | amrocha@dei.uc.pt                                              |
|   | Affiliation  | University of Coimbra, Portugal                                |
| 9 | Name-Surname | José Martins                                                   |
|   | Title        | Prof.                                                          |

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|    |              |                                                                |
|----|--------------|----------------------------------------------------------------|
|    | E-mail       | jmartins@utad.pt                                               |
|    | Affiliation  | University of Trás-os-Montes e Alto Douro, Vila Real, Portugal |
| 10 | Name-Surname | Vitor Santos                                                   |
|    | Title        | Prof.                                                          |
|    | E-mail       | vsantos@novaims.unl.pt                                         |
|    | Affiliation  | NOVA Information Management School, Lisboa, Portugal           |
| 11 | Name-Surname | Manuel Ortega Cantero                                          |
|    | Title        | Prof.                                                          |
|    | E-mail       | Manuel.Ortega@uclm.es                                          |
|    | Affiliation  | Universidad de Castilla - La Mancha, Ciudad Real, Spain        |
| 12 | Name-Surname | Rosa Vicardi                                                   |
|    | Title        | Prof.                                                          |
|    | E-mail       | rosa@inf.ufrgs.br                                              |
|    | Affiliation  | Universidade Federal do Rio Grande do Sul, Brasil              |
| 13 | Name-Surname | Manuel Au-Yong Oliveira                                        |
|    | Title        | Prof.                                                          |
|    | E-mail       | mao@ua.pt                                                      |
|    | Affiliation  | Universidade de Aveiro                                         |
| 14 | Name-Surname | Frederico Branco                                               |
|    | Title        | Prof.                                                          |
|    | E-mail       | fbranco@utad.pt                                                |
|    | Affiliation  | University of Trás-os-Montes e Alto Douro, Vila Real, Portugal |
| 15 | Name-Surname | Martin Schrepp                                                 |
|    | Title        | Dr.                                                            |
|    | E-mail       | martin.schrepp@sap.com                                         |
|    | Affiliation  | SAP SE                                                         |