



SIG 13 - SM - Strategic Management

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.

T13_09 - Digital Strategy and Industry 4.0

Proponents:

Stefan Gueldenberg Gueldenberg, University of Liechtenstein; Julia Mueller, University Halle-Wittenberg; Matthias G. Will, University Halle-Wittenberg; Anne-Katrin Neyer, University Halle-Wittenberg; Birgit Renzl, University of Stuttgart; Eleonora Di Maria, University of Padova; Marco Bettiol, University of Padova; Stefano Micelli, University Ca' Foscari of Venice.

Short description:

The track aims to stimulate the debate on new research and practice insights in digital strategy and industry 4.0, especially with respect to challenges that firms, their leaders and their stakeholders face, theoretical approaches that help firms to achieve sustainable competitive advantages in the digital economy and effects that digital strategies have on strategic decisions. 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. As this is happening especially in Europe, we encourage contributions with an European perspective.

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 area 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) and Sloan Management Review (2017) remarkable less substantial contributions have been published in academic strategic management journals about digital strategy.



Many important research questions remain largely unanswered so far:

- 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 firms are affected by, cope with or determine the 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 modes 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 new leaders 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 leaders for the challenges of the digital economy"

Keywords:

Strategy
Digitalization
Innovation
Industry 4.0/Cyber-Physical System
Leadership
Human Resource Management

Publication Outlet:

For more information contact:

Stefan Gueldenberg , stefan.gueldenberg@uni.li

AUTHORS GUIDELINES

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