3rd International Conference on Digital, Innovation, Entrepreneurship & Financing

Online sessions on December 20 and 21, 2021

Face-to-face conference on June 30 and July 1, 2022, INSEEC Lyon Campus, France

Overview

Disruptive innovations generated by digital technologies allow firms to reinforce their competitive advantages by differentiating themselves from their competitors; more specifically, they create organizational capital based on industrial and financial partnerships (Braune *et al*., 2019). Digital business transformation is a journey to adopt and deploy digital technologies and business models in order to improve performance quantifiably. Thus, digital transformations change business models, value creation and can positively influence a company's reputation (Anderson, 2014). However, the expectations generated by these technological opportunities are likely to generate ever-increasing expenses that exceed their actual benefits. As Solow (1987) pointed out during the computer revolution, "we'd better watch out" and the question of measuring the gains linked to digital transformations is therefore raised.

Digitalization enables the emergence of new entrepreneurs who, unlike their predecessors, can use digital technologies and online communities and are able to manage the key processes needed to create/launch a new venture moving from idea generation and opportunity recognition, to intellectual property protection, production, marketing and distribution. Technologies such as artificial intelligence, social media, open source software and hardware, crowdsourcing, e-trust and online reputation assessment, e-signing, virtual reality, augmented reality, zooming, IoT, 3D printing, digital imaging and big data are empowering would-be entrepreneurs, while radically altering the competitive landscape, and contributing to reduce significantly the barriers between invention and the creation of a new company (Kelly, 2016).

Despite these new trends, innovations and new venture creation are still largely analyzed by using theories and concepts which were developed before the digital revolution. Thus, there is a prospective struggle to provide a full account and understanding of these new trends (Sahut, Dana and Laroche, 2019). On the other hand, supporters and optimist thinkers who announce the emergence of an industrial revolution and a new era of creativity and prosperity often fail to provide a neutral point of view and data to prove that such a big shift is really taking place.

Entrepreneurship research in the digital economy also needs to be expanded to include literature from other disciplines such as political science, information systems and industrial organization. Referencing political science literature provides the knowledge necessary to understand the nuances of digital governance and digital citizenship and their importance in the digital entrepreneurial ecosystems. Research from management information systems literature illuminates the background necessary to understand how a system of digital technologies and infrastructure can serve as the germinating bed for digital entrepreneurs (Nambisan, 2017). Literature in economics and industrial organization can help to understand how digital Entrepreneurship unfolds in digital platforms and multisided markets.

We invite contributions that will help to better assess, analyze, and theorize how digital innovations emerge and create value, how these innovations affect the structuring of markets and business models, how to implement and finance them.

Non-exhaustive list of topics

- Impacts of digital technologies (artificial intelligence, blockchain, virtual reality, IoT…) on people
- Impacts of digital technologies (artificial intelligence, blockchain, virtual reality, IoT…) on processes
- Impact of Covid-19 on the digital innovation
- Management of digital innovation or IT systems
- Digital transformation, strategy and competitiveness of firms
- Business model and Innovation
- Digital innovation, open innovation and knowledge management
- Digital platforms and multisided markets
- Entrepreneurship / intrapreneurship and innovation
- Dynamics, growth strategy, and governance of digital firms
- Digital marketing
- Human resources, CSR and digital
- E-Government government & digital public services
- E-learning, e-education and e-pedagogy
- Risk management and Innovation
- Governance and risk management in high-tech firms
- Financing of digital innovations, start-ups, SMEs and high-tech firms
- Incubators, Business Angels, Venture capital and Private equity
- Electronic markets and trading platforms
- FinTech and Alternative Finance (crowdfunding and P2P lending)
- Blockchain and Smart contracts
- Digital finance, money, banking, and insurance: Bitcoin, cryptocurrency, ICO, token offerings, future of payments, e-banking, e-finance, AssurTech...
- Digital, Innovation & tourism

References

Anderson, C. (2014). Makers: The New Industrial Revolution, Crown Business.

Braune, E., Lantz JS., Sahut, JM., & Teulon, F. (2019). Corporate venture capital in the IT sector and relationships in VC syndication networks. *Small Business Economics*, First published: 29 August 2019, https://doi.org/10.1007/s11187-019-00264-4

Kelly, K. (2016). The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future, Viking.

Nambisan, S. (2017). Digital Entrepreneurship: Toward a Digital Technology Perspective of Entrepreneurship. *Entrepreneurship Theory and Practice*, 41(6), 1029-1055.

Sahut, JM., Dana, LP., & Laroche, M. (2019). Digital innovations, impacts on marketing, value chain and business models: An introduction. *Canadian Journal of Administrative Science*; First published: 17 November 2019, https://doi.org/10.1002/cjas.1558
Solow, R.M. (1987). We'd better watch out. New York Times Book Review, July 12, p. 36.

Details of Paper Submission and Due Date

Interested contributors should submit preferably **full papers in PDF files** (in English or French), but **extended abstracts** (1,000 to 1,500 words) may also be considered if they show considerable promise**, no later than March 30, 2022 (extension)** through the conference website.
Early submission is highly encouraged and decision is made as soon as the peer-review is completed. No submission fee is required.

Please visit our website for detailed information: https://dif2021.sciencesconf.org/

Measures in place related to COVID-19

The Organizing Committee will apply the health precautions imposed by French government to universities. As your safety is our top priority and concern, the Organizing Committee added the online/Video presentation for presenters in addition to the oral presentation. If you cannot attend the conference because of the COVID-19, you are recommended to choose online/Video presentation.

Publication opportunities

We have established agreements with several academic journals. Authors wishing to submit their articles to these journals can do under the volumes, records or special issues related to the DIF conference:
- International Journal of Information Management, Elsevier (SSCI & Scopus, Fnege cat. 2)
- Journal of Business Research, Elsevier (SSCI & Scopus, Fnege cat. 2)
- Critical Perspectives on Accounting (SSCI, Scopus, Fnege cat. 2)
- Canadian Journal of Administrative Science (SSCI & Scopus, Fnege cat. 3)
- International Journal of Entrepreneurship and Small Business (Scopus, Fnege cat. 4)
- Gestion 2000 (Scopus, Fnege cat. 4)
- Scientific Papers of the University of Pardubice – Series D (Scopus)
- Management International (Fnege cat. 2)
- Gestion et Management Public (Fnege cat. 3)
- French Journal For Media Research (ISSN : 2264-4733)

Best paper awards: "Young Researcher Best Paper Awards" and "DIF 2021 Best paper Award"

The scientific committee offers 2 "Young Researcher Best Paper Awards" to Young Researchers who will present a paper as first author (be no more than 35 years old). These "Best papers" will be send to the *Journal of Entrepreneurship and Small Business* for a fast track reviewing procedure.
The authors of the "DIF 2021 Best Paper Award" will be invited to publish their paper in a special issue of the conference.

Keynote speaker: **Prof. David B. Audretsch**, Indiana University & Small Business Economics: An Entrepreneurship Journal editor, **Speech title: "Entrepreneurship in the Digital Era"**

Scientific Committee

Conference chairs: Pascal Montagnon & Eric Braune (INSEEC U. Research Center, FR), Jean-Michel Sahut (IDRAC, FR), Denis Schweizer (JMSB, CA), Yang Song (Jilin University, CN)

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INSEEC U., FR, https://www.inseec.com/

Chair « Digital, Big Data &Artificial Intelligence » (INSEEC U., CEGID & ESKER)

INSEEC is the French leading private group in higher education with over 22,000 students, 80,000 alumni and a budget of 220 million euros. With a research center and a strong network of universities and business partners, in France and abroad, it educates the economic players of tomorrow. Based in Paris, Bordeaux, Lyon, Chambéry-Savoie, Geneva, Monaco, London, San Francisco and Shanghai, INSEEC consists of three Management “Grandes écoles;” an engineering school; a political sciences school; an international university; undergraduate and graduate programs in management with specializations in the digital innovation, luxury, wine & spirits, real estate and sport sectors; specialized schools in communication and high Preparatory schools for administration. The INSEEC Research Center has become one of the most dynamic, fast growing research centers in Finance.

John Molson School of Business, Concordia University, CA, http://www.concordia.ca/jmsb.html

The John Molson School of Business (JMSB) is a business school located in Montreal, Canada, and was established in 1974 by Concordia University. It is a world-class business school, committed to academic excellence in teaching and research. The JMBS offers 48 different programs at the undergraduate and graduate levels from six different departments. Its campus is known for a vibrant international community of 8497 undergraduate and graduate students from across 150 countries. The alumni network of the school has more than 55,000 active members around the world. The JMSB is accredited by the Association to Advance Collegiate Schools of Business (AACSB). In 2020, Bloomberg Business week placed JMSB’s MBA at the 1st position in Quebec, 4th position in Canada and the 1st for entrepreneurship.

Jilin University, CN, http://global.jlu.edu.cn

Jilin University, located in Changchun, founded in 1946, is a leading national research university under the direct jurisdiction of China's Ministry of Education. It is a Chinese Ministry of Education Class A Double First Class University. Jilin University is consistently ranked as one of the most prestigious universities in China, and has research projects in automobile engineering, chemistry, computer science, electrical engineering and biology be identified as internationally renowned. In 2017, the university is supported to achieve "world-class" academic status under the Double First Class University Plan by China. JLU's alumni include the Vice Premier of the People's Republic of China Liu Yandong, and 2010 Nobel Peace Prize winner Liu Xiaobo.

Partner Scientific Associations

AEI ACADEMIE DE L'ENTREPRENEURIAT ET DE L'INNOVATION

AIMS Association Internationale de management stratégique