



## Strategic Interest 13 – Strategic Management (SM)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### T13.10 Digital Strategy

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#### Short Description

The track aims to stimulate the debate on new research and practice insights in digital strategy, 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 competences to prepare for the challenges of the digital economy are welcomed.

## **Long Description**

It is often said that digitalization, big data analytics, the internet of things and industry 4.0 will deeply change the rules of the game in business, work, and society. Against the backdrop of such statements, our field is 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? What are new concepts, also besides distant and virtual leadership that allow leaders to prepare their employees for a digital strategy? We look for studies and conceptual works which focus on how firms are affected by, cope with or determine the digital strategy. Furthermore, studies and conceptual works can deal with challenges that leaders and different types of stakeholders face in the digital economy.
- 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.
- What are the new limiting factors in terms of strategic growth and success? Last but not least: 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.

## **Publishing Outlets:**

Springer Essential

ev. Special Issue in Journal of Knowledge Management

ev. Special Issue in JCSM (Journal of Competence-Based Strategic Management)

ev. Special Issue in Management Learning

ev. Special Issue in Knowledge and Process Management

## **For more information:**

Contact the corresponding proponent.

## Submission Deadline: 10 January 2018 (2 pm Belgian time)

### Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

#### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.