

Ministry of Higher education and scientific research

Algiers University 3



Laboratory of change management in organisation

In collaboration with faculty of economics , business and management science



Organize

The second international conference :

digital transformation of the organization: opportunities and challenges

Le17 et 18 Novembre 2018

- Honorary President: pr Rabah Chriat (recteur de l'université)
- general Coordinator :Pr Ali Abdellah(doyen de la faculté)
- Seminar's President :Pr Daoui Cheikh (président du laboratoire)
- President of the scientific committee :D.Kariche saliha
- Présidente du comité d'organisation :D.Mokadem yamina

Conference issue

Academic research has highlighted the positive impact of information and communication technology whether partially or totally on improving productivity, growth and the use of globalization

Research has also confirmed that these positive effects of information technology and communication become even more important if coupled with investment in other areas such as human capital and organizational change

Nevertheless, the adoption of information and communication technology within the organizations of underdeveloped countries such as Algeria - is subject to several factors different from those in developed countries, factors related to available structures, availability of qualified human resources, national market size and degree of openness, the ability to adapt the systems of management and production , Organizational culture, size of organizations, qualifications of their owners and managers... etc

This reflects the need to include the adoption of these technologies within the project of digital transformation in the organization in order to meet the challenges of digitization, risks and also seize the opportunities that are available and adapt their to the size of our companies and their capabilities to create value for different stakeholders.

On the other hand, the digital transformation project, being a major innovation engine in the organization requires a participatory and cooperative management of change that puts the human resource at its heart and takes into account the various regulatory and environmental factors that govern it to become an integrated and exhaustive project for the management of the company as a whole and not merely integration of modern technology.

The issue in this Conference, marked by **digital transformation of the organization: opportunities and challenges** falls within these principles; and the Conference aims at achieving the following objectives:

Conference Objectives

- ✚ To highlight the importance of integrated management within the company's digital transformation project
- ✚ To emphasize the need to develop theoretical approaches to digital transformation within the context of the Algerian company.
- ✚ To benefit from the experiences of other countries in this area
- ✚ To Contribute to the development of scientific research in this field
- ✚ To come up with practical proposals that benefit companies in managing their own digital transformation projects.

Indicative Themes

To achieve these goals, the Scientific Committee of the Conference has identified a number of topics for study and debate, which are:

- ✚ **Axe1** : Specific theoretical approaches to the success factors of digital transformation in the organization
- ✚ **Axis2** : Corporate culture and digital culture
- ✚ **Axe3** : Change Management and Digital Transformation Project
- ✚ **Axe4** : The new roles of the Directorate of Information Systems under the digital transformation
- ✚ **Axe5** The management of human resources along with the management of work and learning methodologies
- ✚ **Axe6** : Business models and value creation under digital systems
- ✚ **Axe7** : Business Intelligence and the challenges of electronic reputation
- ✚ **Axe8** : Electronic Business and Electronic Risk Management

Terms and conditions of acceptance

- ✚ The interventions are required to include research problems from field experiments or theoretical academic research

- Foreign language communications (in French and English) must be written in Times New Roman, font 12, margins 2 cm, those written in Arabic in Simplified Arabic, font 14
- Papers must not exceed 15 pages, and must contain a summary in language other than the language of the writing, three to five key word
- Interventions that merely study the terminology in terms of concept, characteristics and importance will be denied and rejected.
- Interventions that do not include international articles in their list of approved references will be denied and rejected
- Authors are required to accompany their communication with a one-page personal and scientific CV and the completed participation form at the latest **septembre 17th 2018** ;
- Doctoral students must submit their papers with their PhD supervisors.
- Date of acceptance or refusal to authors October 17th 2018

Organizing Committee

- D/ kechroud Bachir
- D/bouchaire louiza
- D/haddad Bakhta
- D/Soker fatima ezahrae

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Scientific Committee

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Participation Form

Name :.....

First name :.....

Fonction :.....

Grade :.....

Organization :.....

PhoneNumber :.....

Mail Adress :.....

Title of the communication :.....

Axe of the communication :.....

Presentation Tools :.....