CALL FOR CASES

Digitalization Cases Edition 2

www.digitalization-cases.net

DESCRIPTION
The second edition of this Springer book is designed to present a rich compilation of real-world cases on digitalization. More specifically, with all economic and societal sectors being challenged by emergent digital technologies, this book aims to illustrate how organizations all around the globe leverage their capabilities to foster digital innovation, to develop digital business models, and to digitally transform themselves.

In doing so, this book reports on best practices and lessons learned from organizations that succeeded in tackling challenges and seizing opportunities presented by the digital era. The cases provide insightful examples for practitioners and interesting cases for researchers, teachers, and students globally. All case descriptions follow a common format, making them easily accessible and comparable for the reader. Moreover, accompanying case materials facilitate the learning experience.

TOPICS OF INTEREST
The book intends to compile the experiences of organizations unfolding the potential of digital technologies, rethinking their business models for the digital age, and transforming the way they do business. The book’s focus is neither on traditional case studies published in academic journals nor on promotional offerings from consulting companies. Its intention is to share first-hand experiences that organizations have made with digitalization. That said, cases must be developed from the perspective of the organization in focus.

For the learning to apply on a truly global scale, we aim for cases from the Americas, Europe and Africa, as well as the Asia-Pacific region.

We invite industry cases addressing a wide range of topics. We welcome contributions related to any industry, including both business-to-consumer and business-to-business domains. Besides striving for new cases, we also appreciate updates on cases published in the book’s first edition. Updated cases should provide substantially new actions taken, results achieved, and lessons learned.

- Digital Innovation
  - Insightful cases that demonstrate how innovative digital technologies (e.g., artificial intelligence, blockchain, Internet of things, virtual/augmented reality, robotic process automation) challenge existing businesses and offer new affordances
  - Application of innovative methods and approaches for the identification and selection of digital technologies, while accounting for organizational constraints and context factors
  - Assessments of the disruptive potential of emergent digital technologies
  - Approaches for demonstrating the value of disruptive technologies for particular business scenarios (e.g., prototyping, minimum viable products, smart services)
  - Roadmaps for the adoption of innovative technologies in organizations
  - Evaluation of user acceptance regarding disruptive technologies and development of corresponding training programs
• Digital Business
  o Examples of successful digital business models (e.g. platform business, sharing economy, social media, smart products and services) that challenge traditional business models
  o Identification of benefits and challenges of digitalization for organizations and their potential for new business models
  o Combination of physical products and digital services in ecosystems and offering of hybrid product-service systems
  o Methods for the development and evaluation of digital business models
  o Collaboration with start-ups and engagement in digital value networks to realize digital business models
  o Challenges and practical solutions related to cybersecurity in digital business

• Digital Transformation
  o Demonstration of how an organization successfully transformed itself into a digital enterprise
  o Strategies and transformation paths for structured and targeted digital change
  o Development and implementation of novel organizational approaches (e.g. bi- or multi-modal IT, agile at scale, business-managed IT) and processes (e.g. agile business process management, agile project management)
  o Definition and introduction of new roles (e.g. Chief Digital Officer or Chief Innovation Officer)
  o New paradigms and approaches for management, leadership, and performance management in the digital age
  o Change management and workforce transformation addressing digitalization challenges
  o Successful initiation of digital transformation programs (including a description of obstacles and roadblocks that had to be overcome, etc.)

IMPORTANT DATES

Declaration of interest to contribute a case: March 31, 2020
Submission of cases due: May 31, 2020
Feedback to the authors: July 15, 2020
Re-submission of cases due: September 15, 2020
Feedback to the authors on revised version: October 31, 2020
Re-submission of final version: November 30, 2020
Editing completed and manuscript to publisher: December 15, 2020
Estimated publication date: Spring 2021

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