



**KES INTERNATIONAL**



## INVITED SESSION SUMMARY

### Title of Session:

Interdisciplinary Approaches in Digital Transformation (IADT 2024)

### Name, Title and Affiliation of Chairs:

Prof. Ralf-Christian Härting, University of Aalen, Germany,  
Prof. Ivan Luković, University of Belgrade, Serbia

### Details of Session:

One of the hot issues in many organization systems is how to transform large amounts of daily collected operational data into the useful knowledge from the perspective of declared company goals and expected business values. The main concerns of this invited session are Digital Transformation paradigms, as a set of theories, methodologies, processes, architectures, and technologies that transform raw data into meaningful and useful information, knowledge, and value. Various interdisciplinary oriented approaches of Digital Transformation may provide organizations the ability to use their data to improve quality of business, increase financial efficiency and operational effectiveness, conduct innovative research and satisfy regulatory requirements. Applications of appropriate implementation methodologies when applying Digital Transformation approaches to complex organization systems, not only in business sectors, but also in public, non-profit, and government sectors.



The main goal of the session is to attract researchers from all over the world who will present their contributions, interdisciplinary approaches or case studies in the area of Digital Transformation. We express an interest in gathering scientists and practitioners interested in applying Digital Transformation approaches in public and government sectors, such as healthcare, education, or security services, as well as in industry sectors and Industry 4.0 approaches. Experts from all other sectors are also welcomed.



Submissions are expected from, but not limited to the following topics:

- Applications, Industry Experience and practical aspects of Digital Transformation
- Cloud-computing models and scalability in Digital Transformation systems
- Concepts of Agility in times of ongoing digitization
- Data driven business models
- Digitization and impacts for Digital Transformation
- Digitization as an enabler of Agility and Ambidexterity
- Digital Marketing, new web services, semantic web and data analytics
- Dynamic Pricing: potentials and approaches of Digital Transformation
- Human and organizational factors, skills and qualifications for Digital Transformation
- Issues of Data privacy and security in Digital Transformation
- Mobile BI, Smart Data, Smart Services, and Smart Products
- Opportunities and Barriers of Agility on Digitization
- Teaching new approaches of Digital Transformation in academic and industrial environments
- The new role of IT in enterprises

**Main Contributing Researchers / Research Centres (tentative, if known at this stage):**

Aalen University, Faculty of Management and Business Sciences  
University of Belgrade, Faculty of Organizational Sciences

**Website URL of Call for Papers (if any):**

<http://kes2024.kesinternational.org/cmsISdisplay.php>

**Email & Contact Details:**

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