

Digital Transformation and Its Impacts on Society and Economy and the City

How Digital Transformation is Reshaping Our World

The digital age is no longer a futuristic vision; it's the reality we inhabit. We are living through a period of unprecedented technological advancements, a digital transformation that is fundamentally altering the way we live, work, and interact with the world around us. This transformation is driven by a constant stream of innovations.

Fueled by the ever-present digital age, the concept of digital transformation has become a driving force. It's a wave of change reshaping entire industries, from familiar names like communications and retail to healthcare, agriculture, and manufacturing. By embracing digital technologies and techniques, organizations are experiencing a domino effect on their internal structures and economic performance. **These impacts manifest in three key areas:** how they create value (value creation model), what value they offer to customers (value proposition model), and how they interact with customers (customer interaction model).

Digital transformation is having a profound impact on society, presenting both opportunities and challenges.

On the positive side: The Increased Information and Productivity, Improved Communication and Collaboration, Enhanced the quality of life and economic growth:

However, there are also negative sides to consider:

-Social Challenges : Increased automation may lead to unemployment and a shrinking workforce. Cybercrime, social isolation, and a decline in traditional social structures (social anomie) are other potential risks.

-Misinformation and Cyber Threats: The ease of information sharing can also lead to the spread of misinformation and "fake news." Cybersecurity threats like hacking and data breaches are growing concerns in the digital age.

Digital transformation has revolutionized how we access information and entertainment. Gone are the days of relying on physical copies or traditional media channels like bookstores and cable TV (Pousttchi et al., 2019).

Online platforms and streaming services have put a world of information, books, films, and music at our fingertips. This shift has dramatically improved access, offering a wider variety of content and making entertainment and knowledge more inclusive than ever before.

Digital transformation isn't just about how we consume information ; it's reshaping how businesses operate and create value. Companies can now collaborate with customers to develop customized products and services through strategies like "servicetization" (focusing on providing a service rather than just a product). Digital platforms and ecosystems also open doors to entirely new value propositions.

Furthermore, businesses can leverage digital tools to address sustainability

concerns and cater to specific customer needs, leading to a more personalized and positive customer experience.

This transformation has spurred the creation of new employment opportunities and industries like e-commerce, app development, and digital marketing. The impact goes beyond individual companies, as these advancements have boosted societal productivity, efficiency, economic growth, and innovation as a whole.

The impact of digital transformation is therefore significant on the society and the economy. It compels industries to adapt their roles and capabilities as technology transforms entire landscapes. One significant risk highlighted by this transformation concerns and cater to specific customer needs, leading to a more personalized and positive customer experience. This transformation has spurred the creation of new employment opportunities and industries like e-commerce, app development, and digital marketing. The impact goes beyond individual companies, as these advancements have boosted societal productivity, efficiency, economic growth, and innovation as a whole.

The impact of digital transformation is therefore significant on the society and the economy. It compels industries to adapt their roles and capabilities as technology transforms entire landscapes. One significant risk highlighted by this transformation is unauthorized access to confidential information, demanding robust security measures.

As digitalization accelerates, urban spaces are embracing this change. Cities are integrating digital technologies and data-driven solutions to evolve into "smart cities." These smart cities aim to improve the quality of life for residents through more efficient services and infrastructure.

Digital transformation is more than just technological advancement. It's a wave of change with profound implications. From the way we work and socialize to the way our cities function, the adoption of digital tools for generating, processing, sharing, and transferring information is leading to significant shifts across various sectors.



Objectives of the Symposium :

This symposium welcomes researchers from all disciplines, practitioners, and stakeholders across various decision-making sectors. Its key objectives are :

- 1. Deepen the knowledge of Digital Transformation :** Gain a comprehensive understanding of the latest digital technologies and trends shaping our world. Explore how these advancements are impacting various fields.
- 2. Embrace upskilling opportunities:** Learn how to lead and thrive in the digital age. We'll delve into the benefits and challenges of digital transformation, highlighting how it can create opportunities for skill development and automation that frees us from routine tasks.
- 3. Foster a balanced approach:** Recognize the complexities of digital transformation. We'll explore strategies to maximize the benefits of this transformation while mitigating potential disruptions across key economic and social spheres.

Areas of Intervention :

This symposium offers a variety of tracks to explore the multifaceted nature of digital transformation :

Track 1 : Demystifying Digital Transformation

Conceptual Foundations: Gain a comprehensive understanding of the core concepts and principles driving digital transformation.

Implementation Strategies: Explore the tools and methods used to integrate digital technologies across different sectors.

Track 2: Impacts of Digital Transformation

Social Consequences: Examine the impact of digital technologies on social interaction, communication, and cultural norms.

Policy Implications: Discuss how governments can develop policies that foster responsible and inclusive digital development.

Well-being Impacts : Explore the potential benefits and drawbacks of digital transformation on individual and societal well-being, addressing concerns like cyberbullying and mental health.

Digital Innovation and Law : Investigate the legal and ethical considerations surrounding emerging digital technologies like AI.

Track 3 : The Economic Engine of Digital Transformation

Sector-Specific Impacts : Dive deep into the economic implications of digital transformation across various sectors, including e-commerce, agriculture, transportation, education, healthcare, manufacturing, and entrepreneurship.

Track 4 : Smart Cities embracing Change in a Digital Age

Challenges and Opportunities: Examine the obstacles and potential benefits of digitalization in urban environments, including infrastructure, governance, and data access.

Track 5 : Building a Sustainable Future : Digital Tools for Urban Development

Empowering Change : Explore how digital technologies can enhance decision-making, communication, public engagement, and promote sustainable practices in urban environments. Renewable energy systems will also be discussed.

Track 6 : Adapting to a Digital Future

Developing Digital Skills: This track examines how employees can thrive in a digital workplace and equips organizations with strategies to overcome challenges like skill gaps, resistance to change, and communication silos. It will also explore the importance of strategic planning and all-in-one digital workplaces for successful digital transformation.



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Submission conditions :

- **Conference Languages:** Arabic, French, and English.
- **Paper Formatting:**
- **Font :** Use a standard font Times New Roman (size 12) throughout the paper.
- **Title :** Center the title of your paper in bold (size 12).
- **Authors :** List author names (size 10) followed by their affiliation (institution/department) and email address.
- **Abstract :** Include a concise summary (300 words maximum, Font Times new roman size 11, single-spaced) that outlines the problem, the methodology and 05 keywords.
- **Key words :** five words max
- **Submission Process :** Submit your proposal via [Meeting Forms](#)

Important dates :

Announcement : **June 3rd, 2024**

Abstract submission deadline: **July 20th, 2024**

Notification of acceptance: **August 5th, 2024**

Extended abstract submission deadline: **September 15th, 2024**

Participation fees :

25 000 DA for foreign researchers
10 000 DA for Algerian researchers
20 000 DA for professionals
5 000 DA for doctoral students

