CALL FOR SUBMISSIONS

Academy of Management Specialized Conference

BIG DATA AND MANAGING IN A DIGITAL ECONOMY

Hosted by the University of Surrey, in collaboration with the following Divisions and Interest Groups of the Academy of Management: Human Resources (HR), Management Consulting (MC), Organizational Behavior (OB), Organizational Communication & Information Systems (OCIS), Organization & Management Theory (OMT), Organizations & the Natural Environment (ONE), Social Issues in Management (SIM), Strategic Management (STR), Technology & Innovation Management (TIM)

SURREY BUSINESS SCHOOL
UNIVERSITY OF SURREY

18-20 April 2018 | Surrey, England

Deadline for ALL Submissions
3 October 2017- 11:59 PM ET (New York)

ACADEMY OF
Management

Table of Contents

I. CONFERENCE INTRODUCTION

The Academy of Management Specialized Conference on Big Data and Managing in a Digital Economy is hosted by the University of Surrey (Guildford, just south of London, England), in collaboration with the following Divisions and Interest Groups of the Academy of Management:

- Human Resources (HR)
- Management Consulting (MC)
- Organizational Behavior (OB)
- Organizational Communication & Information Systems (OCIS)
- Organization & Management Theory (OMT)

- Organizations & the Natural Environment (ONE)
- Social Issues in Management (SIM)
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Conference Theme: Big Data and Managing in a Digital Economy

In an increasingly digital economy, opportunities dazzle, threats loom large, and management challenges abound. Pervasively connected and powered by digital technologies, to which extent will modern organizations require or invent new forms of management?

Big Data, digital businesses, platforms, innovation ecosystems, but also algorithmic organization, network effects, winner-take-all: far from being simply a purely technological phenomenon, digitization affects individuals, organizations, industries, markets, and regions. It alters individual and team behaviors, practices, organizational processes, industry dynamics, and impacts outcomes at several levels of analysis. The digital phenomenon is multifaceted and affects how we work and how we organize. It changes the way organizations compete and innovate. It threatens long-lasting business models, and opens up new ways of creating and capturing value. As such, it is not only clearly relevant for management practitioners, but also centrally important for management scholars.

The Conference program is articulated around six track themes, which have been co-developed by AOM Divisions & Interest Groups. Each theme and topic is meant to be of interest and relevance to more than one Division, in line with the cross-disciplinary ethos of the Conference.

This three-day conference will be a mix of exciting and collaborative sessions including symposia, paper sessions, keynote speakers, interactive roundtable sessions, hands-on active learning workshops and more.

II. PAPER AND SYMPOSIUM CONFERENCE TRACK THEMES

Track 1: The Digital Organization and Digital Organizing
Søren H. Jensen, Copenhagen Business School

In the age of Big Data and algorithmic management, the nature of organizing is changing. What is a digital organization? How do algorithms and Big Data affect organizing? How does digitalization affect leadership and management in organizations? How do the roles and responsibilities of humans and machines evolve in the digital organization? How do organizations transition to becoming digital? What are the challenges associated with these transitions, and what potential issues do they create? How do digital organizations compete? How do you consult in the digital organization? How do researchers and practitioners develop and share knowledge about digital organizing?

Track 2: Platforms, Ecosystems, Computational Social Science, and Big Data
Sabine Brunswicker, Purdue University

How do digital platform strategies impact the direction and the intensity of industry innovation? How do platform strategies affect competitive outcomes? How do multi-sided markets and network effects affect competition and innovation? How do innovation and competition interact in platform-based ecosystems? How do digital ecosystems differ from traditional supply-chains, or other networks of organizations? Are platform companies gathering too much power? How is this power exercised? To which extent might platform regulation solve competition issues, or, conversely, create different issues? Other welcome topics include crowdsourcing, crowdfunding and design of the platform architecture (and not just technical design but also design of information and Big Data shared with platform participants), computational social science that deal with Big Data and individuals in crowds and communities, AI and decision making in collective environments, the role of Big Data visualization and decision making.

Track 3: The Future of Managing People, Work, and Well-Being in the Digital Economy
Sandra Fisher, Clarkson University; Janet Marler, University at Albany - SUNY

This track theme is broadly focused on the implications of digitalization/Big Data on the nature, design, and future of managing people in organizations, work, careers, organizational and individual well-being, and employment relations. How is the digital economy shaping the way people work and organize (distance work, gig work, virtual teams, etc.), including the influence of information technology on how work, jobs and careers are designed and organized? What are the outcomes for individual well-being, diversity and inclusion, health, and work-life balance in the digital economy? What competencies are required by different employee groups to handle digitalization and Big Data? What are the influences, consequences, or contingencies of eHRM, digital HRM and HR Analytics on organizations, human capital, and employee attitudes and wellbeing? From the Big Data perspective, to what extent and how is Big Data being used in the management of people in organizations? What factors are associated with the decision to deploy Big Data in the management of people? What are the outcomes of the use of Big Data in the management of people in organizations? What are the ethical issues related to the use of Big Data in the employment relationship, and how are researchers and practitioners addressing those issues?

Track 4: Data Governance & Data Markets
Aija Leiponen, Cornell University

With nonexistent intellectual property rights and the legal and regulatory frameworks in flux, data commercialization is currently governed contractually and via organizational arrangements. As with other digital commodities, data business models tend to be complex and non-obvious. How can new or evolving business models facilitate data commercialization? When is data licensing feasible and when does data need to be embedded in other digital services? How do firms compete with data, i.e. can data provide differentiation in complex digital service arrangements? Will advances in computer science scale and enable open data markets or is data governance in the Internet of Things confined to limited data pools or data-sharing consortia? How will such pools or consortia be structured to enable networked data?

Track 5: Culture and Big Data in Digital Humanities
Candace Jones, University of Edinburgh

Increasingly, humanities are using Big Data to understand narratives and plots, asking questions such as what makes literary and critical works successful. Digital humanities use such methods as algorithmic analysis of text / videos, advanced visualization techniques, 3-D mapping of texts, and digitization of non-English and non-Latin-alphabet sources. This track welcomes contributions at the intersection of Big Data and humanities as well as the use of digital humanities tools to analyze business and management content, communications, and behavior. It tackles such questions as: What new insights can be gained from corporate discourse analysis? How do companies' behaviors as manifested in a broader range of communications differ from official press / financial disclosure releases? What new insights can be gained from better visualization of, for example, board interlocks, strategic alliances, or patent co-citations?

Track 6: Governing the Corporation in the Age of Big Data
Karen Schnatterly, University of Missouri

Big Data can connect firms more closely with all stakeholders, but how can companies use it? A digital platform can facilitate shareholders and other stakeholders communicating with directors and the firm—but do directors and the firm want this? Does this present an improvement in governance? In transparency? Will this increase social movements' influence on the corporation? Will this allow stakeholders to coordinate action with respect to the corporation more easily and successfully? To the extent that Big Data increases transparency and communication, there can be benefits. There can also be a dark side. Some firms and stakeholders are already exploring this area. What can we learn from them?

III.   SUBMISSION TYPES

The Academy of Management invites brief proposals for possible inclusion on the AOM Specialized Conference on Big Data and Managing in a Digital Economy program. In line with the developmental ethos of this innovative and interactive conference, brief proposals (rather than fully developed manuscripts) are invited for consideration.

Three types of submissions will be accepted for this conference: Paper Proposals, Panel Symposium Proposals, and Active Learning Workshop Proposals. A maximum of <u>THREE</u> proposals can be submitted as author, co-authors, workshop presenters or panelists. Paper and panel symposia proposals must be aligned with one of the conference tracks. Active learning workshop proposals do not need to be aligned with a conference track, but should support the overall conference theme. *The deadline to submit all proposals is 3 October 2017.*

Paper Proposals
   Paper proposals are abbreviated, developmental, or unfinished work prepared in a concise way to encourage discussion and participation. A paper proposal must fit within the context of the conference theme and be aligned with one of the conference tracks. Submitted papers must <u>NOT</u> have been previously presented, scheduled for presentation, published, or accepted for publication by the AOM or any other publisher or organization. If a paper is under review, it must <u>NOT</u> appear in print before the AOM Specialized Conference on Big Data and Managing in a Digital Economy (18-20 April 2018).

Paper Proposal Format

Paper proposals must follow these guidelines to ensure work is reviewed.
- A paper proposal submission in its entirety must not exceed 8 pages (6 pages for the body, which can include chart, graphs, diagrams, etc. and up to 2 pages of references and/or the proposal abstract).
- Proposals must be accompanied by an up to 125 word abstract for inclusion in the conference program. The title and abstract is included in the maximum page limit.
- Figures, graphs, tables, appendices, and references should follow the *Academy of Management Journal's Style Guide*.

NOTE: Three to four paper proposals will be grouped together by the Track Chair to fit in a 90-minute session.

Paper Review Process

All paper proposals will be double-blind reviewed by at least two (2) reviewers. The double-blind review process exists to help protect the integrity of the submission and review process. Paper proposals are evaluated on clarity, analysis, methodological rigor, overall quality, and relevance to the track theme. Double-blind review means that author information and reviewer information are NOT known to each other. Reviewers will be invited to supply review comments to authors; there is no guarantee, however, that they will do so in every case. Therefore, it is critical that all author identifying information and attribution should be removed from the paper proposal document that is uploaded to the submission system.

Accepted paper proposals will be presented on **Thursday 19 April** and **Friday 20 April 2018**.

Panel Symposium Proposals

A **panel symposium proposal** will suggest a carefully organized session that brings together a group of panelists who share divergent views on a topic related to the conference theme in a manner that brings new insights to the subject. A symposium proposal must fit within the context of the conference theme and be aligned with one of the conference tracks. The session format should engage the panelists and audience in formal interactive discussion.

Symposium Proposal Format:

Symposium proposals must follow these guidelines to ensure work is reviewed.
- A symposium proposal submission in its entirety must not exceed 8 pages
  - Title Page inclusive of proposal title, up to 125 word abstract, and complete formal names and affiliations of all participants
  - Overview of the symposium including an explanation of why the symposium should be of interest to the track theme, the proposed format of the symposium, and a summary of the panelists' discussion.

NOTE: There may be no formal paper presentations within a panel symposium. Symposium proposals should be designed to fit in a 90-minute session.

Symposium Review Process

Symposium proposals will be single-blind reviewed. Single-blind reviews means that the reviewers see the names of the presenters, participants, and organizers. Proposals for symposia are judged based on overall quality, relevance to the track theme, innovation, and contribution.

Symposia will take place on **Thursday 19 April** and **Friday 20 April 2018.**

Active Learning Workshop Proposals

Active learning workshop proposals describe interactive tutorials and professional development workshops meant to engage attendees in an exciting hands-on learning experience, delivering training on specific methods, pedagogy, tools, or software related to the conference theme. Active learning workshop proposals do not need to be aligned with a specific conference track, but should support the overall conference theme. Possible workshop topics are provided below, however other creative or unique topics are welcomed as well.

- Data Visualization (Tableau)
- Data Scraping
- Basics of Big Data
- Data Science

- Machine Learning
- Data Analytics
- Neural Networks/Deep Learning
- Making Your Own MOOC

Active Learning Workshops Proposal Format:

Active learning workshop proposals must follow these guidelines to ensure work is reviewed.
- Title Page inclusive of proposal title, up to 125 word abstract, and complete formal names and affiliations of all participants;
- An up to 3 page overview of the workshop which includes an explanation of why the workshop should be of interest to the conference attendees.

NOTE: Active Learning Workshop proposals should be designed to fit in a 90-minute session.

Active Learning Workshops Review Process:
Active learning workshop proposals will be reviewed and assessed by the Active Learning Workshop Committee. Proposals for workshops are judged based on overall quality, relevance to the conference theme, innovation, and contribution.

Active Learning Workshops will take place on **Wednesday 18 April** afternoon**.**

Submission guidelines, policies, awards, and other important information will be available on the conference website: http://bigdata.aom.org.

IV.   CALL FOR REVIEWERS

Call for Reviewers
The AOM Specialized Conference on Big Data and Managing in a Digital Economy Committee is recruiting reviewers. If you plan to submit your work for review, you are strongly encouraged to sign up as a volunteer reviewer. Sign up will become available when the submission system opens. Additional information will be provided online at http://bigdata.aom.org and will include information pertaining to the benefits of becoming a reviewer, reviewer guidelines, processes, and timelines.

V.   CONFERENCE ORGANIZERS

Conference Co-Chairs
Annabelle Gawer, *University of Surrey*
Christopher Tucci, *Ecole Polytechnique Fédérale de Lausanne (EPFL)*

Conference Steering Committee
David G. Allen, *Texas Christian University and Warwick University*
Alberto Aragon-Correa, *University of Granada*
Michael Barnett, *Rutgers University*
Alexandra Gerbasi, *University of Exeter*
Søren H. Jensen, *Copenhagen Business School*
Candace Jones, *University of Edinburgh*
Aija Leiponen, *Cornell University*
Deepak Somaya, *University of Illinois at Urbana-Champaign*
Mary Beth Watson-Manheim, *University of Illinois at Chicago*

Conference Track Chairs
Sabine Brunswicker, *Purdue University*
Sandra Fisher, *Clarkson University*
Søren H. Jensen, *Copenhagen Business School*
Candace Jones, *University of Edinburgh*
Aija Leiponen, *Cornell University*
Janet Marler, *University at Albany - SUNY*
Karen A. Schnatterly, *University of Missouri*

Active Learning Workshops Chair
Alexandra Gerbasi, *University of Exeter*

Host Institution
The Conference will be hosted by Surrey Business School at the University of Surrey. Located in Guildford, just 30 minutes south of London, and surrounded by the beautiful Surrey countryside, the University of Surrey is the home to 15,000 students, 2,700 staff, and over 100,000 alumni. One of the top UK universities, it specializes in science, engineering, medicine and business. Learn more at http://www.surrey.ac.uk.

VI.   KEY DATES AND DEADLINES

MID JULY 2017 - Call for Submissions

LATE AUGUST 2017 - Submissions System Opens

EARLY OCTOBER 2017 - Submissions System Closes

LATE NOVEMBER 2017 - Review Notification, Accept / Reject Decisions

LATE JANUARY 2018 - Conference Program Published

18-20 APRIL 2018 - AOM Specialized Conference on Big Data and Managing in a Digital Economy

VII.   ABOUT THE ACADEMY

The Academy of Management is the world's oldest and largest professional association for management and organization scholars. Our worldwide members are professors and Ph.D. students in business schools at universities, academics in related social science and other fields, and practitioners who value knowledge creation and application. Founded in 1936, our global community today is nearly 20,000 strong, spanning more than 120 countries.

VIII.   ADDITIONAL INFORMATION

Please visit the conference website at http://bigdata.aom.org for updates regarding conference awards, proceedings, and other publication opportunities.

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