



LUMSA
UNIVERSITÀ

FOURTH DIGITAL TRANSFORMATION CONFERENCE

-CALL FOR PAPERS-

Phygital Transformation: Components, Challenges and Prospects (Blended Edition)

LUMSA University, Complesso Giubileo
Via Porta di Castello, 44
Rome, 10-11th February 2022

Submissions Deadline:
31st December 2021

Submit your contributions to:
digitaltran@lumsa.it

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Keynote speaker

- Corrado Passera, CEO Illimity (invited)

Conference Theme

The term *phygital* (synaeresis between the words physical and digital) was coined in 2007 by Chris Weil, currently Chairman-CEO at Momentum Worldwide, a international practice in the fields of consulting, strategy, analytics, and experience design, to describe the inseparable connections between the physical and the digital worlds (Vergine et al., 2019). Recently, authoritative scholarly journals have devoted attention to uncover the theoretical foundations and the managerial applications of phygital (Batat, 2020).

The growing attention of practitioners toward phygital is revealed by the increasing number of practitioners' articles, reports and business-related websites which claim that 2022 is going to be the year of phygital (Bertoletti, 2020; Forrester, 2020). The necessity of gaining a more refined understanding of hybridized physical-digital experiences has been undoubtedly enhanced by the COVID-19 pandemic. In fact, the pandemic has contributed to radically changing the way we think and behave as human beings, citizens and consumers (in shopping, traveling, dining, participating in events and so on). The Coronavirus has made technology and the processes tied to rapid technology adoption an ever increasingly significant interface between people and spaces, enabling them to have safer and more engaging experiences (Martin & Felix, 2020).

Given this intriguing background on phygital world, for this year's Phygital Transformation Conference we call for research and practitioners-oriented papers which intend to offer a sound contribution to the debate on the components, challenges and prospects of what we pinpoint as the "phygital turn" in management studies and practice. We encourage submissions of papers aiming to contribute to a wide range of topics such as (but not necessarily limited to):

- the strategic management of the phygital-oriented firm;
- the interplay between strategic and tactical features of phygital transformation;
- the entrepreneurial aspects of phygital transformation;
- the economics, managerial and organizational features of phygital start-ups and scale-ups;
- the technological challenges and innovations required by the phygital transformation;
- the cultural transformation firms need to design and implement encompassing phygital projects;
- the phygital features of tied to the process of firm internationalization and firm entry in new international markets;
- the characteristics, challenges and prospects of the so-called omnichannel revolution in retail;
- the relationships between customer experience, customer identity and phygital transformation;
- the novel phygital features and the way marketers build valuable phygital experiences;
- the importance of phygital experiences in marketing, branding, advertising, and sales;
- the implications of the phygital consumer experience to marketing theory, tools, and applications;

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The conference is organized preferably around three tracks:

1. *Conference Theme Track;*
2. *Phygital Strategies Track*
3. *Phygital Marketing and Communication Track.*

Given the target to deepen our understanding of phygital transformation, our intention is to grant conference attendees a phygital experience. Consequently, our target is to hold the conference in a blended format, that is both in person, ensuring the highest standard of health safety, and online.

Connecting academic research with the management practice agenda

Many have recently lamented the wide disconnect between academic research and practice. While much of academics' life is spent studying theoretical phenomena and attempting to push forward our own and our colleagues' understanding of the phenomena we study, when this background is brought to bear on timely topics of interest to executives, academics can serve as the leading edge of the reinsurance spear. Nonetheless, this objective can be achieved only by engaging deeply with managers, executives, entrepreneurs and consultants. We want to engage in this effort to invite papers attempting to bridge the gap between academia and practice. We take inspiration from practitioners' oriented international journals and therefore will implement the following ideas:

- a) Each paper must have two abstracts. Each one should be self-standing and readable in an independent fashion. The first one is a traditional academic abstract. The second one is a 'practice-oriented' version of the former highlighting the managerial implications and recommendations for practitioners stemming from the paper's findings. The second abstract will preferably be evaluated by a panel of top managers from leading companies.
- b) Every parallel session will showcase 3-4 presentations from scholar-lead teams. We also target to have presentations from a practitioners'-oriented papers possibly blended to those with scholarly oriented papers. Such design seeks cross-pollination of ideas from both communities.
- c) Authors of papers that have the potential to offer actionable, timely, and clear recommendations to executives and receive endorsements for their practice-oriented abstracts, will be invited to submit to the .

Publication opportunities and Awards

The conference is organized in partnership with the following international journals and related publication opportunities:

- ***Italian Journal of Marketing – Special Issue*** on Phygital Transformation, proposal accepted, tentative publication by end of 2022;
- ***R&D Management - Special Issue*** on “Phygital Transformation: Constituents, Challenges and Prospects”, proposal submitted.

A best paper award will be granted by a jury consisting of scholars and practitioners. The Conference Best Paper Award will be awarded at the conference. A networking session with Editors will be organized.

Furthermore, three selected contributions will have the opportunity to be adapted and published as articles in the magazine **Wired**. The goal is to give visibility, also outside the scientific community, to the best outcomes of the conference.

Venue and hospitality

The conference will take place in LUMSA University of Rome

A list of accommodations offering special rates is available on the conference webpage (accommodation)

Roadmap and deadlines

Steps	Date/Deadlines	Relevant information
1. Papers submission (extended abstracts are also accepted)	No later than December 31st 2021	<p>Contributions must be sent this dedicated email account: digitaltran@lumsa.it</p> <p>Both full papers (in the range of 6,000-10,000 words) and extended abstract (in the range of 3,000-5,000 words) are welcomed, though only full articles will be eligible for the best paper award.</p> <p>Besides the manuscript, two abstracts are required:</p> <ol style="list-style-type: none">I. Traditional one: max 1200 characters, to be evaluated by scholars, 70% of the evaluation;II. Practice-oriented one highlights managerial implications: max 700 characters, to be evaluated by a practitioner, 30% of the evaluation. <p>The two abstracts can be very different or very similar depending on the authors' free decision.</p> <p>There are no other submission guidelines.</p>
2. Notification of paper acceptance	No later than January 15th 2022	<p>Authors whose papers have been accepted for presentation at the conference will be notified by January 15th 2022. The selection is based on the valuation of three reviewers: two of them come from academia (70% of the valuation), whilst one reviewer will be a practitioner, i.e., manager or senior consultant (30% of the evaluation). Evaluation criteria:</p> <ul style="list-style-type: none">● Theoretical contribution;● Managerial contribution/implications for policy makers;● Soundness of the methodology;● Consistency with the conference theme.
3. Conference Registration	No later than January 20th 2022	<p>To register for the Conference all the attendees have to:</p> <ol style="list-style-type: none">1. Register at SIMA-Società Italiana di Management, by paying a fee of Euros 100,00 for physical presence or Euros 60,00 for distance participation. <p>No extensions on the conference fee payment will be allowed. The conference fee will be paid directly to SIMA by using the following bank details:</p> <p><i>Società Italiana di Management</i> <i>Bank: Unicredit, Agenzia 149</i> <i>IBAN: IT10S0200805089000103056784</i> <i>Reason: Registration for PHYGITAL TRANSFORMATION-LUMSA</i></p>
4. Conference	February 10-11th 2022, Rome LUMSA	<ul style="list-style-type: none">● DAY1 (Thurs 10th Feb. 2022): 15:00-Plenary, then dinner at 20:00;● DAY2 (Fri 11th Feb 2022): from 9:00 to 15:00-Parallel Sessions, Meet the Editors session, Closing Speech and Concluding Remarks. <p>The detailed schedule will be available on the conference website</p>

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Look forward to seeing you in Rome on 10th February 2022,

*The Conference Organizers
Carmelo, Giambattista, Stefano, Alberto e Costanza*

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