

# ECMLG 2023

19th European Conference on Management Leadership and Governance  
23-24 November 2023, London, UK

## Mini Track on Digital Transformation, Technology and Leadership in an Uncertain World

**Mini Track Chair:** Dr Fred Strønen, Oslo Metropolitan University, Norway



In today's environment we observe uncertainty in general and empirically in markets dominated by hyper competition and "black swans", as small events create large unintended consequences. Some of the winners in the future are organizations able to cope with the forces of change in our society.

Digital transformation forces organizations to change how we organize, lead, and govern and create our future in terms of strategy. There are several interesting forces that drive competition. Not only competition for customers, but also for resources and highly skilled employees. Organizations simply need to develop new capabilities for changing and utilizing resources in new combinations to survive. Innovation and organizational renewal are central to develop competitive advantage. We see disruptions, not only in terms of new products or services, but also business models and new ways of configuring value chains. Network effects, in many different layers are central to how organizations both compete and cooperate. It is not only about technology, but also about relationships between organizations. Organizational change is a central element to developing new configurations. Change, if anything is maybe the single most essential factor in how we search for and create opportunities. Digital transformation is also central to corporate and social responsibility in a changing world. Leadership, management, and governance are highly important to digital transformation. We need insight into what it takes to handle highly skilled employees for our future competitiveness.

This track is not about technology per se. It is about how we as human beings deal with technology strategically and organizationally. We invite papers that contribute to knowledge about the consequences of technology for organization, leadership, and strategy development. Conceptual and empirical studies are welcome. Conceptualisation and theorisation of the contemporary context in which organisations strive to survive and succeed.

Suggested topics include but are not limited to:

- Digital transformation and technological change
- Demand for new capabilities to meet competitive pressure
- Leadership of digital transformation processes and organizational change
- How organizations develop competitive advantage based on innovation and renewal
- How digital transformation and technology can be used to enhance corporate and social responsibility



**Dr Fred H. Strønen** is associate professor at Oslo Business School, OsloMet - Oslo Metropolitan University. He has a Ph.D. within strategy and organization from Copenhagen Business School and Norwegian School of Management, and he likes teaching. Strønen has published in various international journals on topics as business strategy, digitalization, dynamic capabilities, strategic leadership, innovation, learning and as well as industry analysis. Strønen has extensive experience in working with strategic and managerial development, for larger public and private organizations in Norway. In his leisure time Strønen enjoys biking and skiing.

### Submission details

In the first instance a 300 word abstract is required, to be received by **3<sup>rd</sup> May 2023**. Please read the guidelines here: <https://www.academic-conferences.org/conferences/submission-information/>

Submissions must be made using the online submission form at <http://www.academic-conferences.org/conferences/ecmlg/ecmlg-call-for-papers/>

If you have any questions about this track, please email the mini track chair: [fredst@oslomet.no](mailto:fredst@oslomet.no)

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