

25th European Conference on Knowledge Management  
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### Mini Track on Age of Digitalisation

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Digitalisation is one of the most important trend in the 21st century, sweeping the world and transforming our everyday activities. There is hardly any industry, organisation that is not affected in some way by digitalisation. Remote working is increasingly becoming the norm in the workplace out of necessity due to Covid-19. However, some employers are not convinced that employees have the discipline to work remotely, effectively and business processes and infrastructure are partly localised and confined to the physical office. In the long term, digitalisation will continue to transform business and society. To be ready to respond to the challenges, companies and organisations need to embrace digitalisation, select the right digital technologies and solutions to improve operational efficiency.

The purpose of the Mini track is to attract research on digitalisation, the use of digital technologies, knowledge and competencies and the challenges of the Industry 4.0/5.0. The Mini track provides a discussion forum for researchers interested theoretical and practical problems related to digitalisation.

Suggested topics include but are not limited to:

- 1) Digital competence and knowledge
- 2) Digital human resource management
- 3) Digital marketing
- 4) Digital competence for the workforces and/or citizens
- 5) Networked workplace and collaborative/social media technologies



**Nóra Obermayer**, PhD is a Full Professor, Head of Department of Management and Vice-dean for Development at the Faculty of Business and Economics, University of Pannonia. She obtained her Ph.D. in 2008 focusing on Knowledge management. She won the Best Young Researcher and Scientist Paper Award, Winner of Elsevier Scopus Young Researcher Award and the Order of Merit of Hungary, Knight's Cross, Civilian Grade. She is the General Secretary of Knowledge Management Committee of the Hungarian Academy of Sciences. She is full member of The New Club of Paris, the International Association for Knowledge Management and the Program Committee of the European Conference on Knowledge Management.

### Submission details

In the first instance a 300 word abstract is required, to be received by **13 February 2024**. 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/eckm/eckm-call-for-papers/>

*If you have any questions about this track, please email: [obermayer.nora@gtk.uni-pannon.hu](mailto:obermayer.nora@gtk.uni-pannon.hu)*

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