ICT and social challenges



ISC, PARIS BUSINESS SCHOOL March 3rd and 4th

Program Chair: Associat. Prof Antoine Harfouche

ICTO communication director: Soraya Ezzeddine

ISC PARIS BUSINESS SCHOOL

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ICTO 2016 scope: ICT and Societal Challenges

Our world is dynamic and becoming increasingly complex. The knowledge that has guided our companies in the past is becoming obsolete. Managers trained in traditional methods are considered responsible for many problems of modern society. For instance, the promotion of junk foods has contributed to consumer health problems; obesity, and related diseases. Pollution of the natural environment has led to climate changes and the extinction of many species. Speculations in the financial and commodities markets has contributed to economic crisis threatening the future of billions of people. As such unemployment, poverty, illiteracy, crime, corruption, pollution, climate change, underdevelopment, inequality and immigration are becoming global social challenges.

ICTO2016 encourages submissions that examine the role of ICT in solving these complex social problems. Authors should examine practices that can lead to socio-economic development. Thus, the focus of submissions should be on research that can improve people's lives, and establish new trends and practices in the usage of ICT. Indeed, ICT has been recognized as an important catalyst for social transformation. ICT, if correctly implemented and employed can have positive and important implications for social development through entrepreneurship, by introducing digital production, enabling collective power and crowd-voicing, the growth of social outsourcing and social enterprises.
Research exploring the role of ICT in promoting participation, enabling democracy, increasing transparency, and implementing shared value are of particular interest in this conference, along with the role of ICT in both the creation and maintenance of social problems.

Keynote speakers



Giovanna Di Marzo Serugendo
Université de Geneve



Eusebio Scornavacca
University of Baltimore



Ibrahim H. Osman
American University of Beirut

ICTO2016 is:

3	keynote speakers
2	roundtables (with 3 presentations each)
20	Countries (Algeria, Brazil, Canada, China, France, Germany, India, Italy, Lebanon, Liechtenstein, Morocco, Oman, Pakistan, Russian Federation, Sweden, Switzerland, Turkey, Tunisia, United States of America)
140	Reviewers
46	accepted papers (from more than 77 papers reviewed)
6	students applications accepted for the doctoral symposium (from 13 received)
A dedicated website: www.icto2016.webs.com With more than 10300 total visits for the ICTO2016 Website (since Sept 2015)	

ICTO 2016 will be held at the ISC Paris Business School from 3rd to 4th of March 2016.

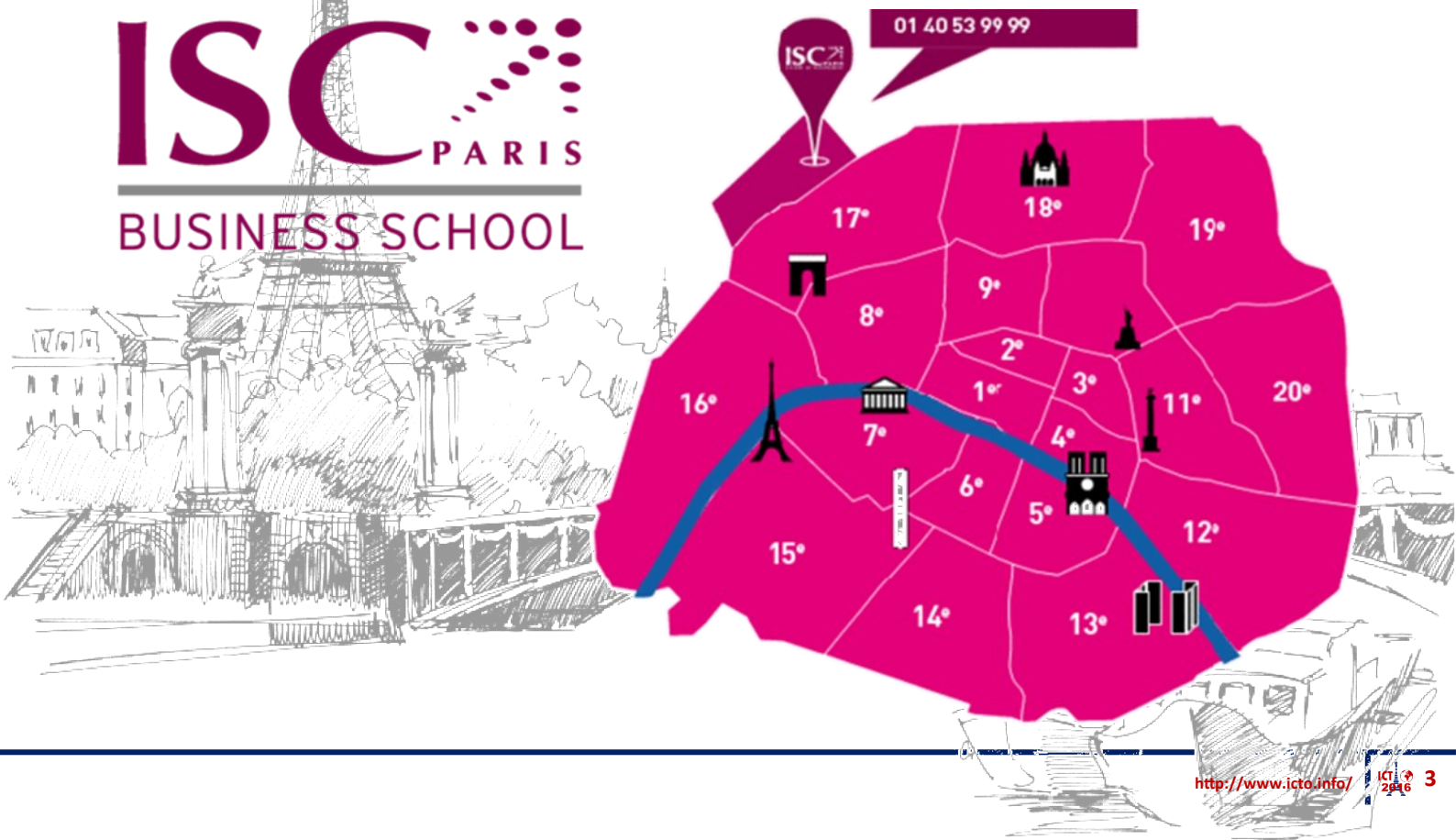
The conference **Address:**
ISC de Paris
8-10 rue Victor Hugo
92300 Levallois-Perret

Bus
The buses you will mostly use are Bus 53 (the closest stop to ISC Paris is “Alsace”) and Bus 94 (stop at “Reims – Hôtel des Impôts”). You can catch Bus 53 at “Opéra” or “Saint Lazare” and Bus 94 at “Wagram”, “Villiers” or “Saint Lazare”. Train: The stop “Clichy Levallois” is two stops from Saint Lazare (one of the 6 main train stations in Paris). “Clichy Levallois” is a five minute walk from ISC Paris: when leaving the station, turn right, go to the traffic lights, turn left on rue Victor Hugo, cross two streets, and you will see the ISC 2 building on your left in which the International Department is located on the first floor.

Métro
The closest métro station to ISC Paris is “Wagram” or “Malesherbes” on line Line 3, direction Pont de Levallois Bécon (if coming from Paris). Then, it’s a 10 minute walk. From metro “Villiers” (on line 2 and 3) it’s a 20 minute walk.

R.E.R
The closest RER station to ISC Paris is “Pereire” on line C. It’s a 10 minute walk to/from the school.
Transilien
The closest transilien station to ISC Paris is “Clichy-Levallois” on line L (5 minutes from « Paris Saint-Lazare »). It’s a 8 minute walk to/from the school.

Taxi
Ask the driver to take you to “Porte d’Asnières”. You will see the maroon and white ISC logo as you come across the “périphérique” ring road. The first building, ISC 1, houses the administrative offices and junior enterprises. The second building, ISC 2, houses classrooms and the International Department offices. This building is about 50 metres further along the street “Victor Hugo” in the town Levallois-Perret. Car: Take the “boulevard périphérique” and get off at Porte d’Asnières.



Special issue

ICTO2016 Best Papers will be published in a special issue at the Journal of Electronic Markets
The best papers of ICTO2016 conference will have the chance to be published in a special issue of Journal Electronic Marklets (JEM).

Since JEM has a special emphasis in networks and electronic markets, the best papers must have a relation to that emphasis too.

The papers that will be published in JEM will be published as extended abstract in the conference proceedings.

Conference committee

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Università Cattolica
Italy

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IAE Lyon School of Management, Magellan,
Univ. Jean Moulin, France

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Universität Regensburg
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ISC Paris Business School,
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Sherif Kamel, School of Business of the American University in Cairo

Roundtables and tracks

Roundtable A. ICT AND ORGANIZATIONAL TRANSFORMATION, Friday 4th of March 11:00 AM – 12:30 AM

Roundtable B. TIC ET TRANSFORMATION ORGANISATIONNELLE, Vendredi le 4 Mars de 11h00 à 12h30

List of Tracks:

- Track 1: HRM and ICT
- Track 2: e-Marketing and Social Networks
- Track 3: e-Government and smart cities
- Track 4: ICT for greater development impact
- Track 5: Collaborative consumption and production
- Track 6: Enterprise Social Interactions Enabler of New Business Models
- Track 7: Disruptive Technologies and Sustainability

Document prepared by



Program Chair

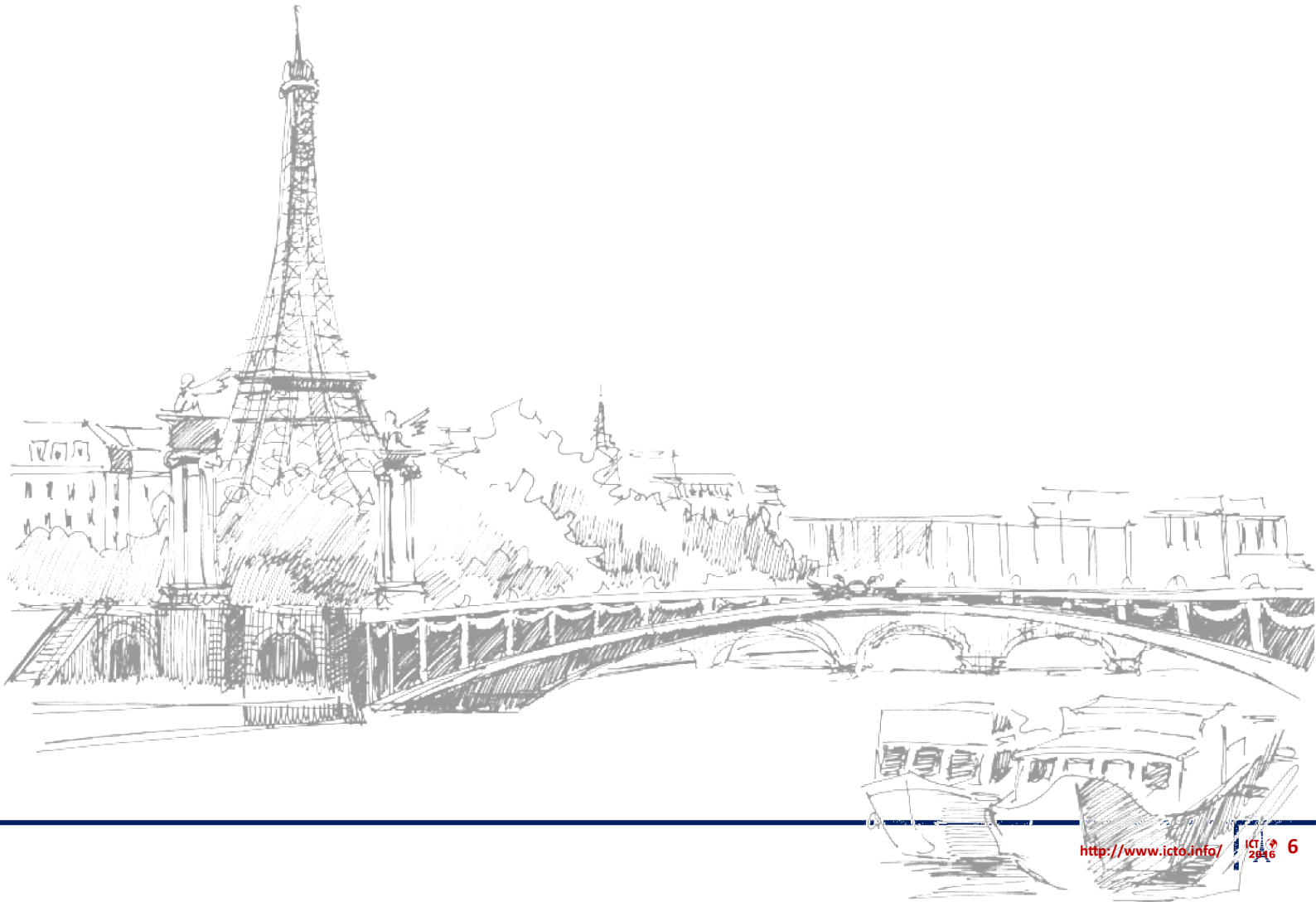
Associat. Prof Antoine Harfouche



ICTO communication director

Soraya Ezzeddine

CONFERENCE PROGRAM



DETAILED PROGRAM
Thursday March 3, 2016 Morning / Jeudi 3 Mars 2016 Avant-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
09:00AM - 09:30AM / 9h00 - 9h30	Registration and welcome coffee / Acceuil des doctorants	Hall ISC Paris - Blg 2
09:30AM - 12:30AM / 9h30 - 12h30	Doctoral Consortium / Séminaire doctoral	Room 21
09:30AM - 12:30AM / 9h30 - 12h30	Academic professional Development Workshops	Room 24
10:45AM - 11:00AM / 10h45 - 11h00	Coffee Break / Pause café	Hall ISC Paris - Blg 2
11:00AM - 12:30AM / 11h00 - 12h30	**Parallel sessions 1 / Sessions Parallèles 1**	Rooms 22 and 23
12:30AM - 02:00PM 12h30 - 14h00	Lunch / Déjeuner	Hall ISC Paris - Blg 2

Pre-conference
Thursday March 3d from 09:00 to 12:30

DOCTORAL CONSORTIUM CO-CHAIRS: PR. LAPO MOLA, PR. GEORGES AOUN (THURSDAY MARCH 3 - 09:30-12:30) LOCATION: ROOM 21
Racha Lamari. Le Lean management à l'Hôpital : les enjeux d'un nouveau modèle organisationnel
Mustafa Coşkun. Europehappinessmap: A Framework for Multi-Lingual Sentiment Analysis via Social Media Big Data for Gross National Happiness
Koleilat Lina. VERS UNE AUTORÉGULATION DES MARCHÉS MULTIFACES (MULTI- SIDED MARKETS) NUMÉRIQUES: Cas des communautés virtuelles"
Graziella Hobeika. L'application des TIC au parlement: Enjeu démocratique et opportunité stratégique.
Eliane El Zoghbi. Hotels Employer Branding and Social Media Strategies

ACADEMIC PROFESSIONAL DEVELOPMENT WORKSHOP CO-CHAIRS: PR. MICHEL KALIKA, PR. SUSANNE LEIST (THURSDAY MARCH 3 - 09:30-12:30) LOCATION: ROOM 24
Soraya Ezzeddine. Lebanese culture and acceptance of e-services
Nasri Messarra, Viral Marekting and Social Networks
Sabrina Bonomi. SMART ORGANIZATIONS
Maria Menshikova. ICT and sustainability
Jamil Arida, ICT and government
Chandra Kruse Leona
Claude Chammaa. Self-service Interactive Kiosk in e-Banking

Parallel sessions 1 / Sessions Parallèles 1
Thursday March 3d from 11:00 to 12:30

PARALLEL SESSION 1.1 - E-COMMERCE AND WEBSITES DESIGN CHAIR: PR. LISA THOMAS (THURSDAY MARCH 3 - 11:00-12:30) LOCATION: ROOM 22
Paper N° 15. Shuangjiao Fan and Xuping Wang. *A Research Framework of the Mass Customization Inventory Optimization under E-commerce Based on Data Analysis.*
Paper N° 36. Imed Nasr, Kenneth Richard Deans and Thomas Lisa. *The brand website's potential for conditioning the experience of mental imagery: the role of website usabilit.*
Paper N° 30. Maurizio Cavallari, Marco De Marco and Stefano Za. EMPIRICAL RESEARCH INTO SOCIAL CAPITAL AND CREATIVITY IN INFORMATION SYSTEMS.
Paper N° 61. Evgeniya Kolpakova and Cinzia Dal Zotto. LUXURY WEBSITE DESIGN: ARE LUXURY DIMENSIONS TRANSFERABLE ONLINE?

PARALLEL SESSION 1.2 - TIC ET DYNAMIQUE ORGANISATIONNELLE PRÉSIDENT : *PR. JESSIE PALLUD* (JEUDI LE 3 MARS - 11H 00 - 12H30) LIEU: SALLE 23
Paper N° 4. Jardini Bahija, Elkyal Malika, Amri Mostapha, and Jardini Hanane.*Les Technologies Informatiques dans la gestion de la chaine logistique: L'ECHANGE DE DONNEES INFORMATISE (ELECTRONIC DATA INTERCHANGE) et sa combinaison avec le système JUSTE A TEMPS (JUST IN TIME).*
Paper N° 51. Dina Sidani. Les effets stratégiques de l'adaptation Structure-Système d'Information au sein des bureaucraties professionnelles: cas des établissements scolaires
Paper N° 5. Antoine Harfouche and Karine Aoun. Institutionnalisation du e-banking: l'effet des pressions institutionnelles: l'exemple du Liban
Paper N° 28. Charbel Chedrawi et May Sayegh. LE ROLE DES DIRIGEANTS ET DES CADRES DANS LE PROCESSUS DE CHANGEMENT AVEC L'INTEGRATION DES TIC, CAS DU CENTRE DES ARCHIVES NATIONALES AU LIBAN

Thursday March, 3d, 2016 Afternoon / Jeudi, 3 Mars 2016 Après-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
02:00PM - 02:30PM / 14h00 - 14h30	Opening Session / Ouverture de la conférence	Amphi 2
02:30PM - 03:30PM / 14h30 - 15h30	Inaugural Plenary Session / Session Inaugurale Plénière	Amphi 2
03:30PM - 04:00PM / 15h30 - 16h00	ICTO general meeting / Réunion générale ICTO	Amphi 2
04:00PM - 04:30 PM / 16h00 - 16h30	Coffee Break / Pause café	Hall ISC Paris - Blg 2
04:30PM - 06:00 PM / 16h30 - 18h00	**Parallel sessions 2 / Sessions Parallèles 2**	Rooms 22 and 23
Starting from 07:00PM / À partir de 19h00	Social Event / Dîner de Gala	Boat Cruise / Bateaux-Mouches

Inaugural Plenary Session / Session Inaugurale Plénière
Thursday March 3d from 02:00 PM to 04:00 PM

INAUGURAL PLENARY SESSION CO-CHAIRS: *PR. SUSANNE LEIST, PR. MARCO DE MARCO, PR. MICHEL KALIKA* (THURSDAY MARCH 3 - 02:00PM -03:30PM) LOCATION: ISC PARIS BLG 2 - AMPHI 2
Opening 1: Pr. Marco De Marco
Opening 2: Pr. Michekl Kalika
Opening 3: Pr. Susanne Leist
Welcome message: Pr. Sebastien Tran ISC Paris Business School, France
Keynote 1 Pr. Giovanna Di Marzo Serugendo
Keynote 2 Pr. Eusebio Scornavacca "Ubiquitous Media Systems: the new frontier of information systems"
Keynote 3 Pr. Ibrahim Osman; "A novel analytics framework for shared value creations"
03:30PM-04:00PM - ICTO general meeting / Réunion générale ICTO

Parallel sessions 2 / Sessions Parallèles 2
Thursday March 3d from 04:30PM to 06:00 PM / 16h30-18h00

PARALLEL SESSION 2.1 - SOCIAL ENTREPRENEURSHIP AND RESPONSIBILITY CHAIR: PR. CECILIA *ROSSIGNIOLI*, (THURSDAY MARCH 3D - 04:30PM - 06:00 PM) LOCATION: ROOM 22
Paper N° 21. Leona Chandra, ICT IN TRANSFORMING MOBILITY: THE CASE OF MOTORCYCLE TAXI
Paper *N°* 16. Norberto Patrignani and Marco De Marco. The social (and environmental) responsability of ICT compagnies
Paper N° 25. Alessandro Zardini, Sara Moggi, Cecilia Rossignoli and Paul Pierce.TO DO THE SAME WITH MORE: AN EXAMPLE OF E- GOVERNMENT FAILURE
Paper N° 46. *Sabrina* Bonomi, Francesca Ricciardi and Cecilia Rossignoli. SOCIAL ENTREPRENEURSHIP AND SMART ORGANIZATIONS: THE ROLE OF ICT-ENABLED INTER-ORGANIZATIONAL NETWORKING

PARALLEL SESSION 2.2 - E-COMMERCE ET RESEAUX SOCIAUX PRÉSIDENT : PR. ROLANDE MARCINIAK, (JEUDI LE 3 MARS - 16H30-18H00) LIEU: SALLE 23
Paper N° 54. Jean-François Trinquecoste and Imed Medjroubi. Influence des traits de personnalité sur la perception du risque achat des tablettes, smartphones et objets connectés sur Internet
Paper N° 57. Ramzi Soleman and Philippe Cohard. Facteurs de Succès du Social Media Monitoring
Paper N° 55. Stéphane Bourliataux-Lajoinie, Fernando Padovani, Tatiana Tychkova and Mohua Banerjee. E-commerce dans les B.R.I.C. un premier état des lieux des comportements et des recherches.
Paper N° 70. Nasri Messarra and Anne Mione. La force des liens faibles sur Facebook: Une stratégie de Personal Branding"

ICTO2016 Social Dinner / Dîner de gala d'ICTO2016

Thursday March 3d, Starting from 07:00PM / À partir de 19h00





Compagnie des Bateaux-Mouches®

Port de la Conférence

Pont de l'Alma, Rive droite

75008 PARIS

tel: 0033 (0)142259610

Access

Métro ligne 9 - Alma-Marceau

Métro ligne 1 - Franklin Roosevelt

Bus 28, 42, 49, 63, 72, 80, 83, 92

RER C : station Pont de l'Alma

Parking gratuit pendant la durée du parcours

Friday March 4, 2016 Morning / Vendredi 4 Mars 2016 Avant-midi

TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
9:00AM-10:0AM / 9h00 - 10h00	Registration / Accueil des conférenciers	Hall ISC Paris - Blg 2
9:00AM-10:30AM / 9h00 - 10h30	**Parallel sessions 3 / Sessions Parallèles 3**	Room 22, 23 and 24
10:30AM-11:00AM / 10h30 - 11h00	Coffee Break / Pause café	Hall ISC Paris - Blg 2
11:00AM-12:30AM / 11h00 - 12h30	**Roundtables / Tables rondes**	Rooms 22 and 23
12:30AM-02:00PM 12h30 - 14h00	Lunch / Déjeuner	Hall ISC Paris - Blg 2

Parallel sessions 3 Sessions Parallèles 3

Friday March 4, from 9:00AM to 10:30AM

PARALLEL SESSION 3.1 - ICT ADOPTION, DIFUSION, ABSORPTION, AND INTEGRATION CHAIR: PR. ALEXANDER SIMONS, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM) LOCATION: ROOM 22	PARALLEL SESSION 3.2 - THE MOBILE REVOLUTION PRÉSIDENT : PR. MAURIZIO CAVALLARI, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM) LOCATION: ROOM 23
Paper N° 49. Linda Meleo, Alberto Romolini and Marco De Marco. THE DIFFUSION OF ICT IN ITALIAN FIRMS, A SECTORAL COMPARISON	Paper N° 37. Jessie Pallud and Evelyn Odonkor. " I Have a Dream": The Impact of Mobile Technologies on Hope and Extended Self ".
Paper N° 40. Angelo Gasparre and Luca Beltrametti. THE ADOPTION OF ADDITIVE TECHNOLOGIES IN MANUFACTURING: AN ECONOMIC AND ORGANIZATIONAL OUTLOOK.	Paper N° 43. Frithiof Svenson. IN SEARCH OF SUSTAINABLE ICT: EXPLORING THE MEANING OF SMARTPHONE USAGE IN ONLINE CONSUMPTION COMMUNITIES
Paper N° 18. Min Wang, Xiangling Fu and Wei Gao. The model of integrating information of multiple social networks to enhance user experience.	Paper N° 35. Madiha Sultan and Shahzad Khan. Extent of Smartphone Usage by Investors in Lahore Stock
Paper N° 14. Supriya Pulparambil and Youcef Baghdadi. SOA GOVERNANCE FRAMEWORK WITH MATURITY MODEL INTEGRATION.	Paper N° 31. Maurizio Cavallari, Francesco Tornieri and Luca Adami.EXTRACTING KNOWLEDGE BY MOBILE PROFILING: AN EMPIRICAL STUDY.

Roundtables / Tables rondes

Friday March 4, from 11:00AM to 12:30AM / 11h00 - 12h30

ROUNDTABLE A- ICT AND ORGANIZATIONAL TRANSFORMATION CHAIR: *PR. FABRIZIO D'ASCENZO* (FRIDAY MARCH 4, FROM 11:00AM TO 12:30AM) LOCATION: ROOM 22
Participant 1 ***Pr. Francesca Ricciardi***
Participant 2 ***Pr. Youcef Baghdadi***
Participant 3 ***Pr. Mokhtar Amami***

TABLE RONDE B - TIC ET TRANSFORMATION ORGANISATIONNELLE *PRÉSIDENT:* PR. *KARIM BEN SLIMANE* (VENDREDI 4 MARS DE 11H00 - 12H30) LIEU: SALLE 23
Participant 1 ***Pr. Rolande Marciniak***
Participant 2 ***Pr. Andres Davila***
Participant 3 ***Yohan Ruso***

Friday March 4, 2016 Afternoon / Vendredi 4 Mars 2016 Après-midi

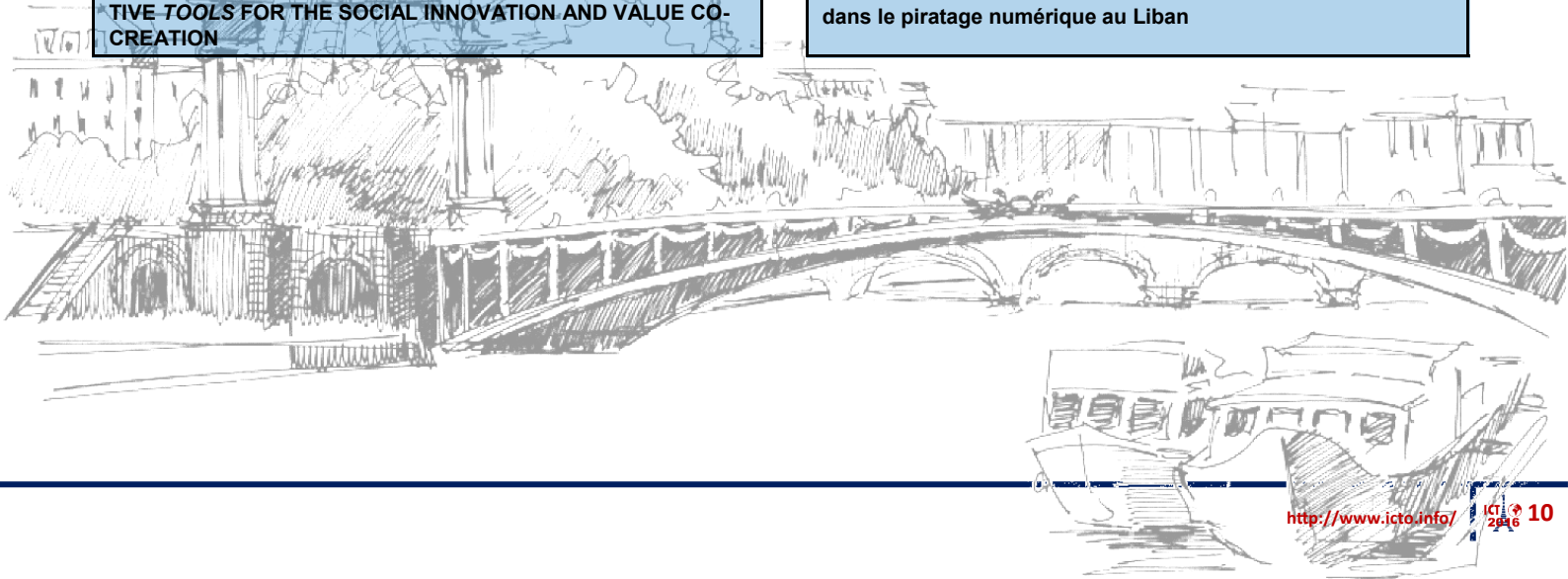
TIME / HEURE	EVENT / ÉVÉNEMENT	LOCATION / LIEU
02:00PM - 03:30PM / 14h00 - 15h30	Parallel sessions 4 / Sessions Parallèles 4	Room 22 and 23
03:30PM - 04:00PM / 15h30 - 16h00	Coffee Break / Pause café	Hall ISC Paris - Blg 2
04:00PM - 05:30PM / 16h00 - 17h30	Parallel sessions 5 / Sessions Parallèles 5	Room 22 and 23
05:30PM - 06:00PM / 17h30 - 18h00	Conference conclusion / Cénémonie de clôture	Amphi 2

Parallel sessions 4

Friday March 4, from 02:00PM to 03:30PM

PARALLEL SESSION 4.1 - ICT INNOVATION AND VALUE CREATION *CHAIR: PR. YOUCEF BAGHDADI* (FRIDAY MARCH 4 - 02:00PM - 03:30 PM) LOCATION: ROOM 22
Paper N° 59. Josip Maric, Florence Rodhain and Yves Barlette. DISRUPTIVE POWER OF 3D PRINTING
Paper N° 65. Silvia Gandini, Roberto Candiotto and Marco De Marco. THE MANAGEMENT OF LAKE BASINS FROM A «LIVING LAB» *PERSPECTIVE*: THE CASE OF ORTA LAKE
Paper N° 62. Zhenzhen Zhao, Mehdi Elmoukhliss, Damien Renard and Christine Balagué. COOPETITION INNOVATION CONTESTS: DESIGN AND EFFECTS ON USER BEHAVIORS
Paper N° 66. Marco Savastano, Francesco Bellini and Fabrizio D'Ascenzo.FABLAB AND DIGITAL MANUFACTURING: INNOVATIVE *TOOLS* FOR THE SOCIAL INNOVATION AND VALUE CO-CREATION

PARALLEL SESSION 4.2 - TIC ET CHANGEMENT ORGANISATIONNEL *PRÉSIDENT :* PR. *IMED BEN NASR* (VENDREDI LE 4 MARS - 14H00-15H30) LIEU: SALLE 23
Paper N° 69. Claude Chammaa et Nabil Badr. Facteurs qui influencent les attitudes et l'utilisation des bornes interactives en libre service dans le secteur bancaire au Liban
Paper N° 26. Jardini Bahija, Aboulaid Hajar, and Elkayl Malika. *LES TECHNOLOGIES DE L'INFORMATION ET LA REINGENIERIE DES PROCESSUS : DANS UNE PERSPECTIVE DE CHANGEMENTS ORGANISATIONNELS PLANIFIES*
Paper N° 38. Nabil Badr, Charbel Chedrawi and Jamil Arida. TIC et viellissement dans les hôpitaux publics libanais
Paper N° 73. Soraya Ezzeddine. Le rôle de la culture libanaise dans le piratage numérique au Liban



Parallel sessions 5 / Sessions Parallèles 5

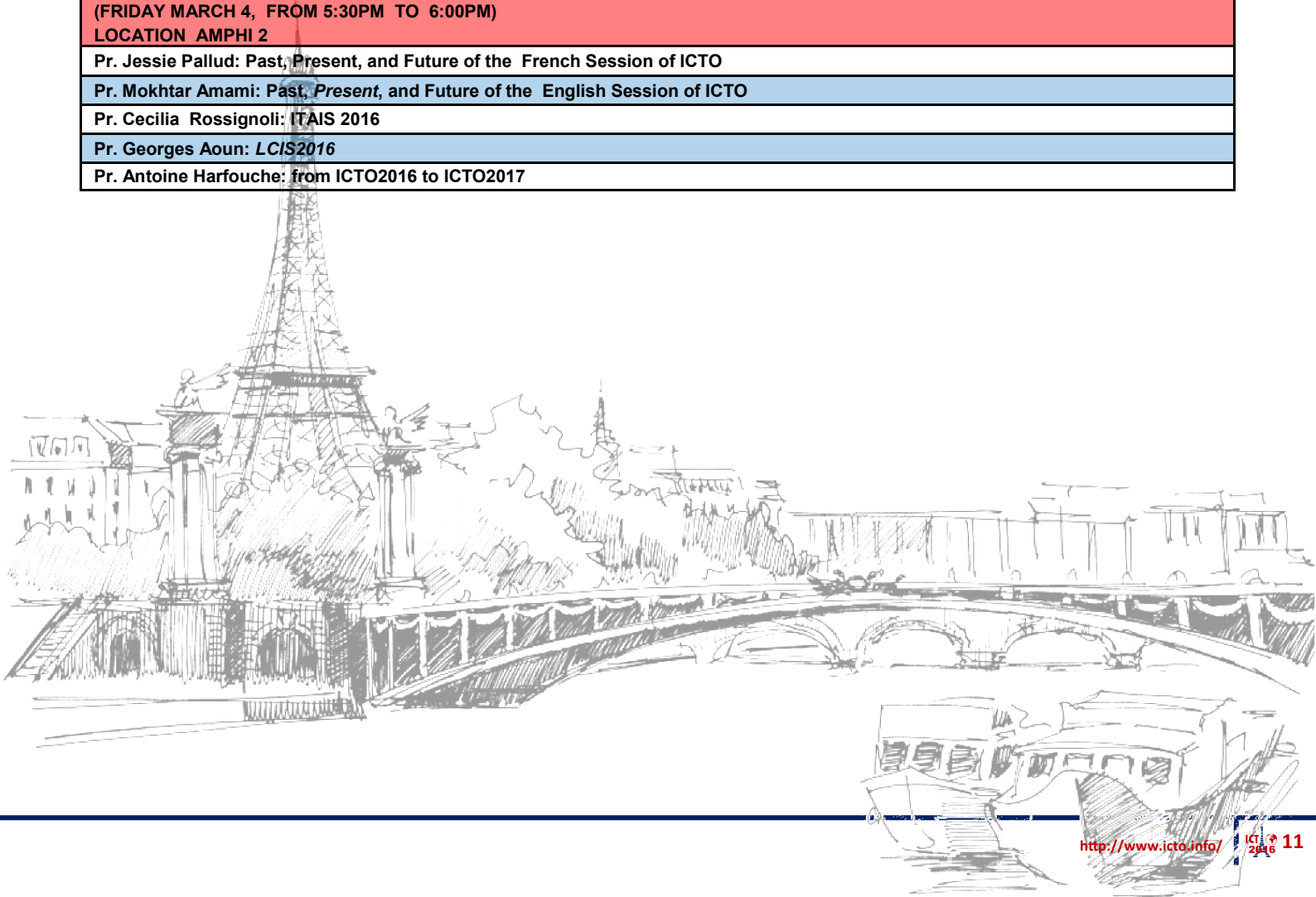
Friday March 4, from 04:00PM to 05:30PM

PARALLEL SESSION 5.1 - ICT AND SOCIAL CREATIVITY CHAIR: *PR. TERESINA TORRE*, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM) LOCATION: ROOM 22	PARALLEL SESSION 5.2 - VALUE PROPOSITION AND BM CHAIR: *PR. FRITHIOF SVENSON* (FRIDAY MARCH 4 - 09:00AM - 10:30 AM) LOCATION: ROOM 23
Paper N° 60. Manal Yunis, Abbas Tarhini and Abdul-Nasser Kassar. CORPORATE ENTREPRENEURSHIP: A MEDIATOR IN THE ICT-ORGANIZATIONAL PERFORMANCE RELATIONSHIP	Paper N° 63. Paris Chrysos. Managing value expansion
Paper N° 71. Daria Sarti and Teresina Torre. THE IMPACT OF ICT ON INDIVIDUALS' WELLBEING. THE ROLE OF WORK CONTENT.	Paper N° 53. Alexander Simons, Roope Jaakonmäki, Oliver Müller and Jan Vom Brocke. ECM implementations in practice: Objectives, processes, technologies, and trends
Paper N° 67. Teresina Torre. E-LEADERSHIP: A MYTH OR A REALITY? SOME EVIDENCES FROM THE FIELD	Paper N° 64. Chiara Meret and Silvia Fioravanti. THE RELEVANCE OF RELATIONSHIPS IN BPM FOR DEVELOPING NEW BUSINESS MODELS
Paper N° 76. Alessandra Lazazzara and Cristiano Ghiringhelli. STRATEGIC HRM AND E-HRM ADOPTION: AN EMPIRICAL STUDY	Paper N° 47. Lucia Aiello, Iana Dulskaia, Maria Menshikova and Francesco Zitelli. PPP for the digitization of SMEs in sustainable perspective
	Paper N° 77. Stefano Za and Paolo Depaoli. Understanding cultural heritage organizations as 'Technological Zones'"

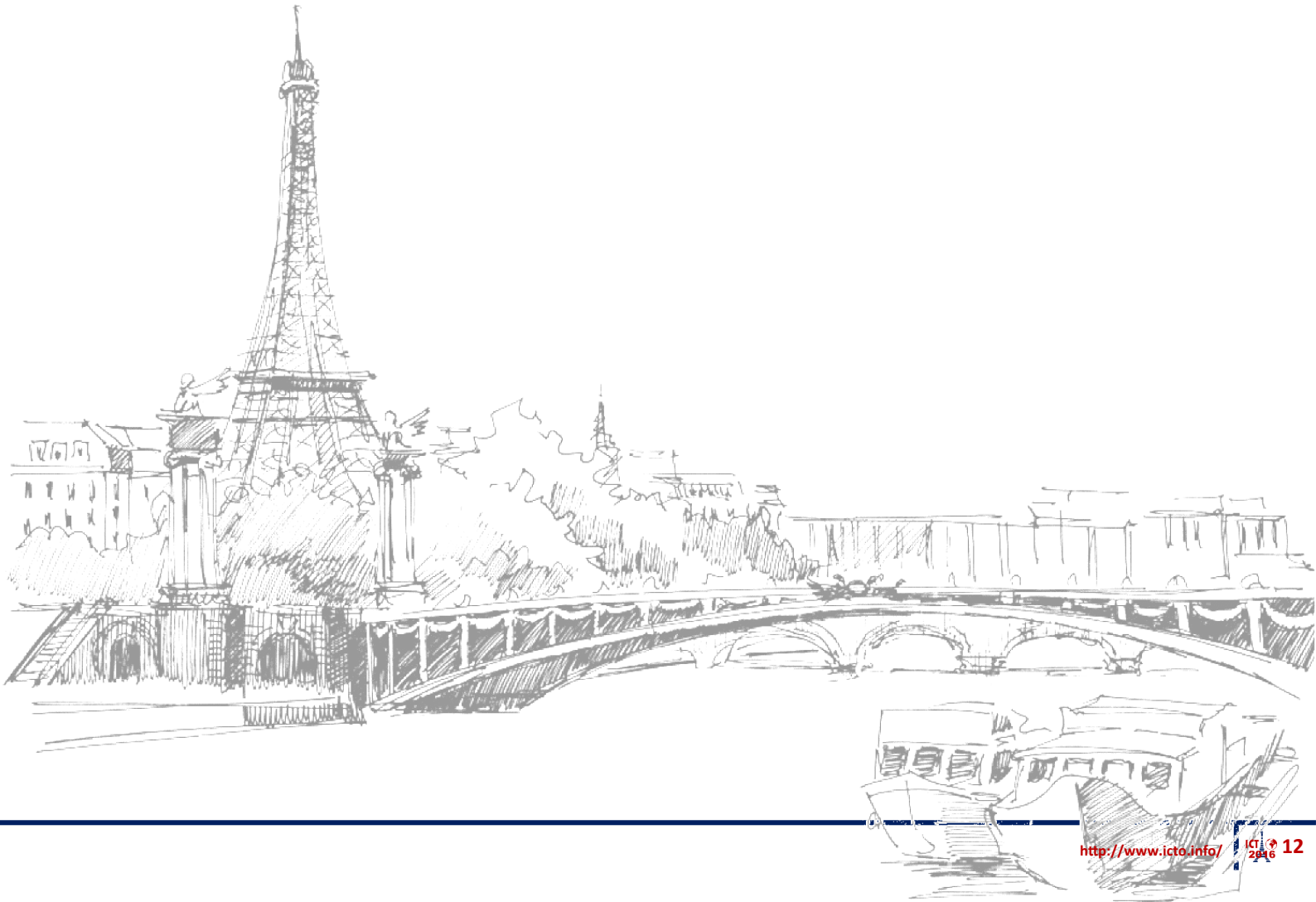
Conference conclusion / Cérémonie de clôture

Friday March 4, from 05:30PM - 06:00PM / 17h30 - 18h00

CONFERENCE CONCLUSION CHAIR: *PR. JESSIE PALLUD, PR. ANTOINE HARFOUCHE* (FRIDAY MARCH 4, FROM 5:30PM TO 6:00PM) LOCATION AMPHI 2
Pr. Jessie Pallud: Past, Present, and Future of the French Session of ICTO
Pr. Mokhtar Amami: Past, *Present*, and Future of the English Session of ICTO
Pr. Cecilia Rossignoli: ITAIS 2016
Pr. Georges Aoun: *LCIS2016*
Pr. Antoine Harfouche: from ICTO2016 to ICTO2017



ABSTRACTS



PARALLEL SESSION 1.1 - E-COMMERCE AND WEBSITES DESIGN

CHAIR: *PR.* LISA THOMAS,
(THURSDAY MARCH 3 - 11:00-12:30)
LOCATION: ROOM 22

Paper N° 15. ***A Research Framework of the Mass Customization Inventory Optimization under E-commerce Based on Data Analysis***.

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Xuping Wan, Dalian University of Technology, Dalian-P.R.China, wxp@dlut.edu.cn

Abstract

Mass customization under e-commerce enables customers to choose components to compose their personalized products online. Previous researches of mass customization inventory optimization are under traditional trading patterns, which usually assumed demands are stationary and independently. However, under e-commerce circumstances, because of the rapid spread of information about promotions, influences of sales volumes and evaluations, substitutes of components out of stock, and a lot of returns, the traditional assumptions of demands have no longer been valid. E-commerce platform could record a lot of useful data in transaction processes, which are valuable to analyse purchasing behaviors and demand characteristics. Accurate statements of demands for products and components would be important foundations to establish analytical models and simulation models of this issue. In this paper, a research framework of the mass customization inventory optimization under e-commerce based on data analysis is put forward, including research contents, research methods and a research technical route. The research framework is hoped to provide systematic thoughts and beneficial ideas for the future research.

Keywords: E-commerce, Mass customization, Inventory management, Data analysis.

Paper N° 36. ***The brand website`s potential for conditioning the experience of mental imagery: the role of website usabilit***.

Imed Nasr, La Rochelle Business School, France, bennasri@esc-larochelle.fr
Kenneth Richard Deans, La Rochelle Business School, France, deansk@esc-larochelle.fr
Thomas Lisa, Neoma Business School, France, lisathomas239@gmail.com

Abstract

This paper aims to illustrate how an online fashion brand provides a valuable shopping, consuming and cognitive experience that fits with consumer's expectations. A major challenge for online fashion brands that target millennial customers, is offering valuable and original experiences that increases awareness, builds image values and creates a strategic competitive advantage for the company. The quantitative study explores the link between the website attributes and the imagery processing by the online consumer and considers the consequences of these psychological reactions for the consumer's post-visit attitude to the brand and purchase behavior. We present and empirically test our conceptual model from a quantitative study and follow this with a discussion of our contribution, identifying the role of website usability dimensions as a characteristic stimulus responsible for the online consumer mental imagery experience, and the implications for managers.

Keywords: Mental imagery, website usability, attitude toward the brand, style of processing, Pls Path-modeling.

Paper N° 30. ***EMPIRICAL RESEARCH INTO SOCIAL CAPITAL AND CREATIVITY IN INFORMATION SYSTEMS.***

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Abstract

Much research effort has been devoted in order to understand the antecedents of the phenomenon of creativity. Previous findings identify, among others, transformational leadership, individual inspiration and social capital to be of importance. In the present research paper we propose a model where social capital can influence as a mediator the impact of the other two predictors on creativity.
The novelty of the present research is that the domain of economic activity investigated is restricted to the information systems security one. The argument is that social capital with the domain of Information Systems Security enacts higher levels of creativity, needed in order to deal with unexpected events. Empirical data were gathered and a structural model testing pursued. Results of analysis fully confirm hypotheses.

Keywords: Creativity, organization studies, individual inspiration, transformational leadership, social capital, information system, security.

Paper N° 61. ***LUXURY WEBSITE DESIGN: ARE LUXURY DIMENSIONS TRANSFERABLE ONLINE? THE CASE OF LUXURY WATCH BRANDS***

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Abstract

This paper aims at exploring whether the key brand luxury dimensions can be recreated on the website and how. Research indicates that luxury brands recognize the importance of online presence. However, the contrast between the concepts of luxury and Internet has been preventing luxury brands to rush for approaching the online environment. A qualitative analysis of 4 high-end Swiss luxury watch brands' websites (De Bethune, MB&F, Greubel Forsay, HYT) was conducted. The analysis was based on the 7C framework by Rayport and Jaworski (2001) and aimed at identifying the presence of website features related to brand luxury dimensions. Results suggest that luxury dimensions are transferable to the brand's website when exploiting the technological potential of the Internet. Further, the results indicate that the degree of presence of each luxury dimension varies considerably and it is possible to establish a model to hierarchize luxury website dimensions according to their online application and usefulness as online luxury codes. This explorative study represents a step forward in understanding how luxury brands can effectively translate their luxury identity on the Internet. Overall, the results indicate that Internet can strengthen the core values of luxury brands and serves as additional channel for luxury brand management.

Keywords: Branding strategy, luxury dimensions, luxury watch brands' websites

PARALLEL SESSION 1.2 - TIC ET DYNAMIQUE ORGANISATIONNELLE
PRÉSIDENT *: PR. JESSIE PALLUD* (JEUDI LE 3 MARS - 11H 00 - 12H30)
LIEU: SALLE 23

Paper N° 4. ***Les Technologies Informatiques dans la gestion de la chaine logistique: L'ECHANGE DE DONNEES INFORMATISE (ELECTRONIC DATA INTERCHANGE) et sa combinaison avec le système JUSTE A TEMPS (JUST IN TIME).***

Jardini Bahija, Université IBN ZOHR Agadir Maroc
Elkyal Malika, Université IBN ZOHR Agadir Maroc
Amri Mostapha, Université IBN ZOHR Agadir Maroc
Jardini Hanane, Université IBN ZOHR Agadir Maroc

Résumé

De nos jours, la logistique ne peut évoluer qu'en usant des technologies de l'information et de la communication. En effet, l'utilisation réfléchie de ces technologies contribue à améliorer significativement la performance des organisations et leur permet de devenir des acteurs majeurs du management global de la chaine logistique. La combinaison de la technologie EDI (Echange de Données Informatisé) avec le système de production JIT (Just in Time) s'avère être un facteur déterminant qui assure des bénéfices remarquables dans la gestion des flux physiques en supply chain industrielle : elle concoure à l'élimination des stocks et à la réduction du gaspillage. L'EDI est en effet une technologie informatique qui s'inscrit dans un contexte de mondialisation, de JIT et de Qualité Totale.
Ce papier vise à démontrer l'intérêt de combiner l'EDI avec le JIT pour assurer une meilleure performance des systèmes de production d'une supply chain. L'article illustre ainsi le cas d'une usine de montage de voitures au Maroc et explore comment l'EDI constitue un critère de sélection des fournisseurs rang 1 et comment il permet de mettre en oeuvre un système JIT réussi et d'assurer une optimisation des coûts de production et de stockage.

Mots clés : Technologies informatiques, EDI, logistique, JIT, supply chain automobile

Paper N° 51. ***Les effets stratégiques de l'adaptation Structure-Système d'Information au sein des bureaucraties professionnelles: cas des établissements scolaires***

Dina Sidani. Faculté de Gestion et de Management, Université Saint-Joseph de Beyrouth, Beyrouth-Liban. dina.sidani@usj.edu.lb

Résumé

Dorénavant, les Systèmes d'Information (SI) constituent un atout stratégique incontournable contribuant à l'amélioration de la performance de l'organisation. Agissant sur la structure des organisations, influençant de par ses effets les interactions sociales entre les différents acteurs au sein de l'institution en modelant le mode de management, l'intégration des SI nécessite un alignement stratégique visant une cohérence et une adaptation entre structure, mode de Management et Système d'Information (Peppard et Ward, 2004 ; Henderson et Venkatraman, 1993 ; Luftman et al, 1999).
Par conséquent, la Gestion des Ressources Humaines se voit dotée d'une nouvelle mission stratégique ; l'adaptation et l'accompagnement du changement structurel au niveau organisationnel et du changement attitudinal des acteurs en termes de mode de management découlant de l'adoption et de l'intégration des SI au sein des bureaucraties professionnelles.

En se basant sur des entretiens menés auprès de douze enseignants provenant de trois établissements scolaires ayant procédé à l'implantation et l'intégration des Techniques d'Information et de Communication (TIC) au sein de leur institution, cet article cherche à explorer les nouvelles formes de management ainsi que les nouvelles missions stratégiques de la GRH liées à l'effet adaptation Structure-Système d'Information au sein des établissements scolaires.

Mots-clés : Adaptation Structure-Système d'Information – Bureaucraties Professionnelles – Etablissement Scolaire – Gestion des Ressources Humaines.

Paper N° 5. ***Institutionnalisation du e-banking: l'effet des pressions institutionnelles: l'exemple du Liban***

Antoine Harfouche, Université Paris-Dauphine, France, antoine.harfouche@dauphine.fr
Karine Aoun, Université Saint Joseph, Liban, karine_aoun@yahoo.com

Paper N° 28. ***LE ROLE DES DIRIGEANTS ET DES CADRES DANS LE PROCESSUS DE CHANGEMENT AVEC L'INTEGRATION DES TIC, CAS DU CENTRE DES ARCHIVES NATIONALES AU LIBAN.***

Charbel Chedrawi, Maitre de conférences, Université Saint Joseph, Faculté de Gestion et de Management, Beyrouth, Liban. charbel.chedrawi@usj.edu.lb
May Sayegh, Maitre de conférences, Université Saint Joseph, Faculté de Gestion et de Management, Beyrouth, Liban. may.merhejsayegh@usj.edu.lb,

Résumé

La présente étude tente d'identifier les relations impliquées entre les technologies de l'information et de la communication (TIC) et l'adoption de nouveaux outils de gestion, de modernisation et de réorganisation. Utilisant les données du Centre des Archives National, nous présentons les attitudes des dirigeants et des cadres intermédiaires face aux changements organisationnels en se basant sur les études de Mintzberg portant sur l'innovation, le rôle des dirigeants face à la résistance et aux changements organisationnels. Les résultats montrent que les TIC affectent de manière significative des éléments importants sur toutes les dimensions structurelles, en particulier sur les personnes clés de la direction. Plus généralement, les résultats suggèrent que les TIC sont en corrélation avec l'environnement interne de l'entreprise.

Mots Clefs: Rôle des cadres, TIC, changement organisationnel, Centre Archives Nationales.

Parallel sessions 2 / Sessions Parallèles 2
Thursday March 3d from 04:30PM to 06:00 PM / 16h30-18h00

PARALLEL SESSION 2.1 – SOCIAL ENTREPRENEURSHIP AND RESPONSABILITY
CHAIR: PR. TERESINA TORRE, (THURSDAY MARCH 3D - 04:30PM - 06:00 PM)
LOCATION: ROOM 22

Paper N° 21. ***ICT IN TRANSFORMING MOBILITY: THE CASE OF MOTORCYCLE TAXI***

Leona Chandra, University of Liechtenstein, Vaduz, Liechtenstein, leona.chandra@uni.li

Abstract

This paper attempts to describe the transformation in the way motorcycle taxi (ojek) is used and managed in a developing country. Using sociotechnical lens, the roles of ICT in the transformation are unfolded and analyzed. The paper also addresses the threat to oversimplification of the phenomenon due to blackboxing the notions of "ICT" and "societal changes". In doing so, it draws the inspiration from the conceptual framework of Lee, et al. (2015) and unpacks the roles of ICT into technology, social, and information artifacts. Further analysis shows that the transformation in the management and use of ojek comprises changes in employment mode, business model, governmental policy, and some other issues. Using indigenous concepts and phenomena, it is expected that this paper can contribute to the body of knowledge on ICT and its use in developing countries, and eventually on the potential roles of ICT in promoting development.

Keywords: mobility, developing countries, ojek, sociotechnical, digitalization

Paper N° 16. ***The social (and environmental) responsability of ICT companies***

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Marco De Marco, Uninettuno, Roma, Italy, marco.demarco@uninettunouniversity.net

Abstract

This paper analyses the complex role of Information and Communication Technologies (ICT) companies in current society. These companies have a growing responsibility since they provide the products and services that are shaping society and will have a growing social and environmental impacts. A preliminary analysis of the Corporate Social Responsibility (CSR) strategies of these companies shows that, in general, their focus is more concentrated on light generic activities supporting social and charitable initiatives than on their own impact. A new generation of computer professionals with a strong computer ethics education, as the one recently described by the International Federation for Information Processing (IFIP), is very promising for the future evolution of ICT companies. The new generation of ICT designers, being ICT experts aware of the social and ethical

impact of ICT, will be able to establish a bridge between computer ethics and business ethics enabling a more consistent approach inside companies' CSR activities. Finally the paper describes the characteristics that a new ICT could have in this direction: the potentialities of the Slow Tech movement in the ICT community (academia, computer professionals, ICT companies, policy makers) for an ICT that is good, clean and fair.

Keywords: Social Responsibility, Information and Communication Technologies, Computer Ethics, Slow Tech.

Paper N° 25. ***TO DO THE SAME WITH MORE: AN EXAMPLE OF E- GOVERNMENT FAILURE***

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Sara Moggi, Department of Business Administration, University of Verona, Verona, Italy, sara.moggi@univr.it
Cecilia Rossignoli, Department of Business Administration, University of Verona, Verona, Italy, cecilia.rossignoli@univr.it
Paul Pierce, Institute of Economic Research, School of Economics and Management, University of Lund, Lund, Sweden, paul.pierce@ics.lu.se

Abstract

This paper ad to the body of knowledge on the implementation of the e-Government and aims to describe how this process was carried out in a municipality in Northern Italy. This organization is a public organization in an economically important region and provides services to entrepreneurs such as validation for opening a new business. A case study approach used with several interviewees including managers and office employees permitted the collection of insights on the three main phases of implementation identified. However, despite efforts to reduce the costs, time, and bureaucracy involved, three years after the introduction of the information technology tools, the process had not improved. The duration of the validation process had decreased by only one day and the quality of the service to citizens was no better. With regards to factors hampering the process, our findings highlighted concerns about the governance's mismanagement of the process in all phases of the implementation. Further, the Delta municipality case study analysis suggested that more studies are needed to better understand the barriers that impeded the implementation from focusing on governance in terms of workflow and organizational change.

Keywords: e-Government barriers, e-Government failure, New Public Management.

Paper N° 46. ***SOCIAL ENTREPRENEURSHIP AND SMART ORGANIZATIONS: THE ROLE OF ICT-ENABLED INTER-ORGANIZATIONAL NETWORKING***

Sabrina Bonomi, eCampus University (Novedrate – Como, Italy) sabrina.bonomi@uniecampus.it;
Francesca Ricciardi, University of Verona, (Verona, Italy) francesca.ricciardi@univr.it;
Cecilia Rossignoli, University of Verona, (Verona, Italy), cecilia.rossignoli@univr.it;

Abstract

This study focuses on the pivotal role of ICTs in enabling the emergence of new, knowledgebased, network-shaped organizational forms, aimed at creating value at the level of territorial systems and triggering positive changes in the social environment. We label these new organizational forms as "smart organizations" (SOs). We argue that ICT-enabled SOs open up very interesting opportunities for a new generation of social entrepreneurs. We explore these opportunities through an exemplary longitudinal case study of a SO aimed at preventing food waste through the re-distribution of surplus food to associations that assist socially disadvantaged people. We find that the cross-fertilization between research streams that have remained separated so far (namely: smart cities/regions/communities; institutional entrepreneurship; and socio-ecological/socio-technical systems) offers a satisfying explanation for the phenomena we observed. We conclude by suggesting that the emerging SOs can work as organizational catalysts allowing positive innovation for the common good through ICT-enabled territorial networks. Our results suggest that SOs could be the key engines for the socio-technical transition to sustainability, resilience and quality of life of territorial systems.

Keywords: smart organizations, food waste, inter-organizational relationships, common resources, commons

PARALLEL SESSION 2.2 - E-COMMERCE ET RESEAUX SOCIAUX
PRÉSIDENT : PR. ROLANDE MARCINIAK, (JEUDI LE 3 MARS - 16H30-18H00)
LIEU: SALLE 23

Paper N° 54. ***Influence des traits de personnalité sur la perception du risque achat des tablettes, smartphones et objets connectés sur Internet***

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Imed Medjroubi, Université de Bordeaux, France, Imed.medjroubi@u-bordeaux.fr

Résumé

L'intérêt de ce travail de recherche consiste à voir si les traits de personnalité relatifs au risque, ont une influence sur le processus de perception et de traitement du risque. Dans le cadre de cette investigation nous avons procédé à une étude empirique permettant d'éclaircir ce point. Les résultats ont permis de spécifier la nature de la relation entre les traits de personnalité étudiés et les dimensions du risque. En effet, l'hypothèse que chaque trait de personnalité (traits de personnalités spécifiques au risque) peut influencer différemment chacune des facettes du risque, s'est avérée relativement vraie. A notre connaissance, ce résultat permet de dégager de nouvelles voies de recherches sur la thématique du risque perçu.

Mots clés : Risque perçu, traits de personnalité, processus de traitement du risque, méthodes de réduction du risque.

Paper N° 57. ***Facteurs de Succès du Social Media Monitoring***

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Résumé

Les outils Social Media Monitoring (SMM) sont l'objet d'un intérêt croissant de la part des entreprises (Smith et al., 2014b), car ils facilitent l'analyse des Big Social Data (BSD). Ces outils SMM promettent une amélioration de la prise de décision dans les processus orientés business. Le succès de l'outil SMM peut varier d'une entreprise à une autre. Cette communication montre qu'au-delà des facteurs techniques relatifs aux outils SMM (qualité des sources, fonctionnalités, qualité d'outil), les organisations doivent également porter attention à la nécessité de développer de nouvelles capacités et compétences humaines, managériales et organisationnelles pour tirer avantage de leurs outils SMM. De cette façon, notre communication vise à répondre à la question "Quels sont les facteurs de succès relatifs aux outils SMM ?".

Mots clés: Social Media Monitoring, Facteurs de Succès, Big Data.

Paper N° 55. ***E-commerce dans les B.R.I.C. un premier état des lieux des comportements et des recherches.***

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Fernando Padovani, *Université d'Etat de Rio de Janeiro - Rio de Janeiro, Brésil fpadovani@uerj.br*
Tatiana Tychkova, *Institut Stolypin - Saratov, Russie ttychkova@yandex.ru*
Mohua Banerjee, *IMI Kolkata - Kolkata, Inde m.banerjee@imi-k.edu.in*

Résumé

Le nombre d'internautes dans les B.R.I.C. augmente de près de 10% par an. Face à ce nouveau marché, les grands acteurs du web se trouvent en position de faiblesse. Des contraintes de connexions, taux de bancarisation faible, réseau de livraison souvent imparfait, les B.R.I.C pourraient effrayer les entreprises. Mais ce serait oublier les investissements réalisés par les Etats. Cette recherche présente un état des lieux du e-commerce au Brésil, en Russie, en Inde et en Chine, puis elle propose des axes d'analyses de l'évolution du e-commerce dans ces pays. Enfin, elle met en avant les recherches effectuées dans ces quatre pays.

Mots-clés : e-commerce, B.R.I.C. marchés émergents. Internet mobile.

Paper N° 70. ***La force des liens faibles sur Facebook: Une stratégie de Personal Branding"***

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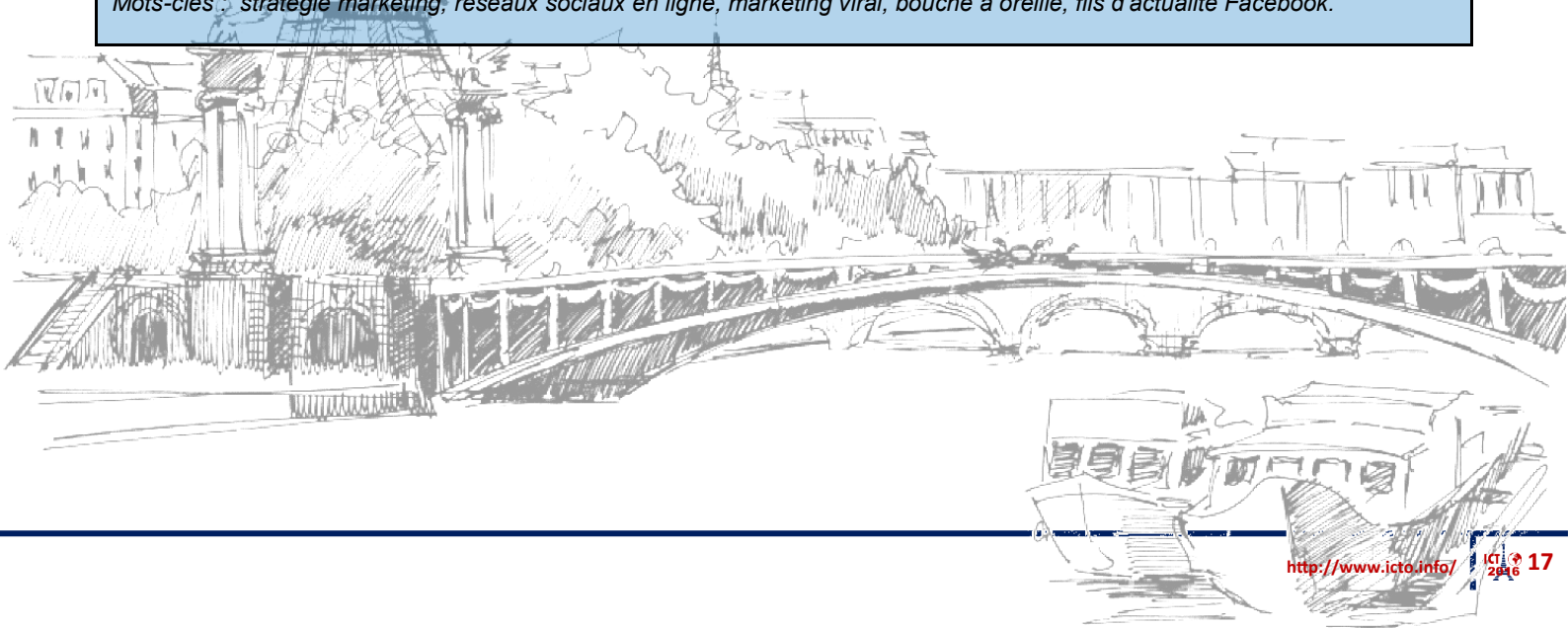
Anne Mione, Université de Montpellier 1, France, anne.mione@univ-montp1.fr

Résumé

Les recherches et expériences décrites dans cet article nous ont permis de mettre en relief l'importance des pages personnelles en tant que support idéal pour le marketing viral sur Facebook. Elle ont aussi permis de confirmer l'importance des populations initiales de diffusion dans le cadre du marketing viral (O Hinz et al., 2011; Liu-Thompkins, 2012).
Nous essayerons de mettre la somme des notions théoriques consultées et des résultats des recherches effectuées en application. Il s'agit de concevoir et d'exécuter pas à pas une campagne de marketing viral sur Facebook dans le contexte d'un personal branding. La campagne commence le 6/6/2013 avec le premier post de satire sociale et politique d'un écrivain qui se lance et se termine fin 2015 avec deux propositions de publication par des maisons d'édition.

Mots-clés : stratégie marketing, réseaux sociaux en ligne, marketing viral, bouche à oreille, fils d'actualité Facebook.



Parallel sessions 3 / Sessions Parallèles 3
Friday March 4, from 9:00AM to 10:30AM

PARALLEL SESSION 3.1 - ICT ADOPTION, DIFUSION, ABSORPTION, AND INTEGRATION
CHAIR: PR. ALEXANDER SIMONS, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM)
LOCATION: ROOM 22

Paper N° 49. ***THE DIFFUSION OF ICT IN ITALIAN FIRMS, A SECTORAL COMPARISON***

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Alberto Romolini, International Telematic University Uninettuno, Faculty of Economics, Rome-Italy, a.romolini@uninettunouniversity.net
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Abstract

ICT is crucial to improve competitiveness and productivity of each country. However we can observe many differences in ICT diffusion across industrialized countries and between Europe and the USA. Europe, and Italy in detail, still shows a lower level of productivity and ICT investments compared to the US and other leader countries. This paper aims to analyse the diffusion of ICT in Italy with a sectorial comparison. The research considers this country as a case study able to explain the policy path towards the ICT revolution in business management.
The research results states in Italy a limited diffusion of ICT techniques and instruments and shows that firms encountered some difficulties to find the proper skilled labour force to employ in ICT/IT open positions. This results lead to different policy implications linked to development of the labour offer in the field of ICT, and to the adoption of stronger national ICT policies.

Keywords: ICT, business management, Italy.

Paper N° 40. ***THE ADOPTION OF ADDITIVE TECHNOLOGIES IN MANUFACTURING: AN ECONOMIC AND ORGANIZATIONAL OUTLOOK.***

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Abstract

This article focuses the economic and organizational impact of additive manufacturing (AM) on business as well as its implications for innovation and sustainability. It builds on existing literature in the domain of engineering and material studies and on in-depth interviews with: entrepreneurs and managers of technology suppliers companies; early-adopter in the manufacturing domain; serviceproviders companies that specialize in AM; representatives of the makers world and experts. The disruptive potential of AM technologies has been catching up a great deal of interest in the field of manufacturing in recent years. Economic and organizational implications, in fact, are relevant as AM can lead to an increase in the efficiency of stock management and logistics; a change in the intrinsic logic of technical design, leading to new geometry of parts and products for both efficiency, sustainability and market purposes; changes in materials; new opportunities for customization. The article covers these implications and reports the most significant applications of AM for industrial use, that occur in the aerospace, biomedical, automotive, dental industries and in the jewellery sector.
The picture of AM as a disruptive technology, however, appears misleading as its adoption do not imply radical changes to be adopted in the consolidated systems of production of manufacturing firms.
Nevertheless, managers should build on their technological background in order to break established conventions and grasp the actual competitive value of this innovation in *their business domain.*

Keywords: Additive Manufacturing, Disruptive Technologies, Innovation, Sustainability.

Paper N° 18. ***The model of integrating information of multiple social networks to enhance user experience.***

Min Wang, Beijing University of Posts and Telecommunications, Beijing-China, docwangmin@gmail.com
Xiangling Fu, Beijing University of Posts and Telecommunications, Beijing-China, fuxiangling@bupt.edu.cn
Wei Gao, Beijing University of Posts and Telecommunications, Beijing-China

Abstract

With the growing popularity of social networks, social network platforms with different scales and their distinct characteristics are forming worldwide. Due to heavy competition between companies, younger generations use different social network platforms to do social activities. As these platforms compete with each other and share the markets, more and more young people use different social network platforms and socialize with their friends. Unfortunately, they are forced into a bad user experience when using many social network platforms in mobile devices due to the poor hardware performance and small mobile phone screen. To improve the user experience, this research, based on the ordinary theories of information integration, combines the

features of social network information, introduces mapping mechanism, and proposes a Multi-social Networks' Information Integration Model. The model is viewed from the perspective of methodology and formally described. The performance of the model is evaluated by an experiment, which shows user experience is improved significantly.

Keywords: Social Network, Information Integration, User Experience

Paper N° 14. ***SOA GOVERNANCE FRAMEWORK WITH MATURITY MODEL INTEGRATION.***

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Abstract

Service Oriented Architecture (SOA) governance is to reduce the risks in the ongoing SOA journey of an enterprise. The successful SOA implementation requires a lot of organizational groundwork. This paper proposes a governance framework by integrating SOA governance life cycle and SOA maturity assessment. The major elements of SOA governance, governance life cycle, and service life cycle are explained. This study also sheds light on how an enterprise SOA governance can become more mature using Welke SOA maturity model as a guidance. The processes and policies to achieve various SOA motivations like infrastructure efficiency, reuse, application integration, enterprise flexibility, business analytics, and enterprise transformation are also explained.

Keywords: SOA Governance, Maturity Model, Governance Life cycle, Governance policies.

PARALLEL SESSION 3.2 - THE MOBILE REVOLUTION

PRÉSIDENT : PR. MAURIZIO CAVALLARI, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM)
LOCATION: ROOM 23

Paper N° 37. ***" I Have a Dream": The Impact of Mobile Technologies on Hope and Extended Self ".***

Jessie Pallud, Ecole de Management Strasbourg, France, jessie.pallud@em-strasbourg.eu
Evelyn Odonkor, Université Paris Dauphine, France, evelyn.odonkor@gmail.com

Abstract

The Mobile Revolution that has taken place in several developing countries has made mobile phones and smartphones central technologies all around the world. While these mobile technologies convey hope to the people leaving in developing countries, very few studies have tried to understand the values and assumptions embedded in mobile technologies and the roles of these digital possessions in people's lives. Relying on the theory of the Extended Self (Belk 1988, 2013) and the literature on symbolic meanings related to IS, we develop and test a research model that contains eight hypotheses. Survey responses were collected from 430 inhabitants from Ghana. The results show that digital possessions, namely mobile phones, have a positive influence on adult state hope, which in turn impacts self-identity.

Keywords: Mobile technologies, extended self, hope, digital possessions, identity, and developing countries.

Paper N° 43. ***IN SEARCH OF SUSTAINABLE ICT: EXPLORING THE MEANING OF SMARTPHONE USAGE IN ONLINE CONSUMPTION COMMUNITIES***

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Abstract

Since the 1990s companies and consumers are becoming increasingly aware of the shift towards sustainability and its new consumption practices. These new societal expectations, which dialectically correlate to the new practices, are oriented towards intertemporal and intergenerational justice. In order to achieve a state of sustainability the decoupling of economic growth from environmental impacts and the use of natural resources has been proposed. One of the suggested solutions to generate more sustainability is to realize the principles of efficiency, consistency, and sufficiency by making use of Information and Communication Technology (ICT). However, in order to realize the full potential of ICTs and to maximize the input it could have on sustainability, it is important to consider production, as well as consumption activities of ICT. Since the existing approaches to using ICT in the service of sustainability do not entail any kind of resource limitation, recourse to the field of hermeneutic social science is taken to introduce a conceptualization of resource limitation, which is grounded in the subjective experience of consumers. Accordingly, a combination of production-side technological efficiency and consumption-side practices of sufficiency are envisioned in this work-inprogress project. In reply to the conference track question "How to adapt to society's new expectations?" We propose that more sustainability-oriented product offerings in ICT would do justice to new societal expectations.

Keywords: consumption; sustainability; ICT; sufficiency

Paper N° 35. ***Extent of Smartphone Usage by Investors in Lahore Stock***

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Abstract

The purpose of the research is to analyze the factors that affect the perceptions of investors towards Smartphone usage for trading. Now, m-trading technology is also used in the financial service industry to allow investors to access financial information and market data through their Smartphone regardless of time and location. Securities firms are facing an immensely aggressive business territory. Therefore, brokerage firms have made heavy investment in the IT field to magnify investors' competitive edge. In this research we proposed a comprehensive theoretical research model which consisted of 8 explanatory factors. An experiential survey based study with sample size of 100 investors of LSE had organized in Pakistan to analyze the basic Theoretical model. Questionnaire technique was used to collect the data. The analysis results of statistical tests show that there is positive and strong relationship between factors affecting Smartphone usage for trading and extent of Smartphone usage by investors, and no relationship between behavior intention and Age, and exist influential difference between social influence and gender. The study indicates that no relationship exist between risk perception and age group as well as between education. The major findings of our research analysis not only have vital suggestions for mobile-trading survey study, but also give appreciation for stock trading institutions and designers of mobile-commerce systems.

Keywords: Immensely, territory, magnify, competitive Edge, risk perception.

Paper N° 31. ***EXTRACTING KNOWLEDGE BY MOBILE PROFILING: AN EMPIRICAL STUDY.***

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Abstract

In recent years, most major banks, credit card payment processors/issuers and large businesses have come to adopt mobile payment applications for smartphones. These developments imply new technologies and new architectures in order to enable a new kind of commerce that can be regarded as "social commerce". New applications, for example Host-Card-Emulation (HCE), that link directly to Service-Oriented-Architecture, point to an architectural approach to designing and implementing IT solutions in a new way. This research regards mobile payments as one of the new architectures at the heart of "social commerce". The paper discusses research into the technological aspects that pertain to knowledge extraction on the one hand, and to security issues that can ruin the enterpriseclient relationship on the other. HCE payment applications have been considered for investigation. A robust theoretical grounding has been found in previous research, but the novelty of present work resides in the authors' tailor-made approach, as a passive sniffer for data and knowledge gathering.
The empirical investigation was based on the analysis of 123,475 smartphones. The results highlight the extent of the knowledge that can be passively accessed within the endpoint (smartphone) and the most vulnerable areas to consider as risk vectors.

Keywords: Knowledge Extraction, Social Commerce, Social Media, Mobile Payments, Service Oriented Architectures, Enterprise Transformation, Near Field Communications, Host Card Emulation, Endpoint Security, Passive Sniffer, WiFi, mobile Operating System.

Parallel sessions 4 / Sessions Parallèles 4
Friday March 4, from 02:00PM to 03:30PM

PARALLEL SESSION 4.1 - ICT INNOVATION AND VALUE CREATION
CHAIR: PR. YOUCEF *BAGHDADI* (FRIDAY MARCH 4 - 02:00PM - 03:30 PM)
LOCATION: ROOM 22

Paper N° 59. ***DISRUPTIVE POWER OF 3D PRINTING***

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Abstract

In this paper, we present a study on a growing technological sector – additive manufacturing. Additive manufacturing, also known as three-dimensional (3D) printing, is a novel manufacturing process that builds layers to create a three-dimensional solid object from a digital model. 3D printing technology stands to completely transform our economic and business models or

eradicate some of the craft ships and skills of traditional manufacturing. The topic has been surrounded with lot of hype when predicting future application scope, so in this paper we open discussion on disruptive power of the 3D printing technology as well as opportunities for socially depraved population of Bottom-of-the-Pyramid (BoP).

Keywords: Innovation, Management, 3D printing, Technology.

Paper N° 65. ***THE MANAGEMENT OF LAKE BASINS FROM A «LIVING LAB» PERSPECTIVE: THE CASE OF ORTA LAKE***

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Abstract

The rapid expansion and popularity of the Internet has encouraged the development of new ways to work and interact within organizations: for instance, it has allowed the proliferation of virtual communities, fostering the social and exchange processes among individuals. In this context, the idea of a «living lab» as an «open ecosystem», where users participate in all phases of research and testing of new solutions based on the use of ICT (Information and Communication Technologies), could be useful to create innovation. Starting from this perspective, an open living lab has been realized for the whole community of the lake basin of Orta, through the activities of PITAGORA project1, in order to realize the impact of ICT on the ground, moving from research laboratories to real life contexts, where citizens and users have been encouraged to cooperate with researchers, developers and designers, to improve the innovation process. In consideration of the fact that lake basins can be characterized as a complex combination of different problems, the research project started from the definition of an integrated management model, to understand what are the essential components of a good management system, and to define some opportunities trends for the improvement of resources sustainability.

Keywords: Lake basin management, Living lab, Governance pillars, Social networks.

Paper N° 62. ***COOPETITION INNOVATION CONTESTS: DESIGN AND EFFECTS ON USER BEHAVIORS***

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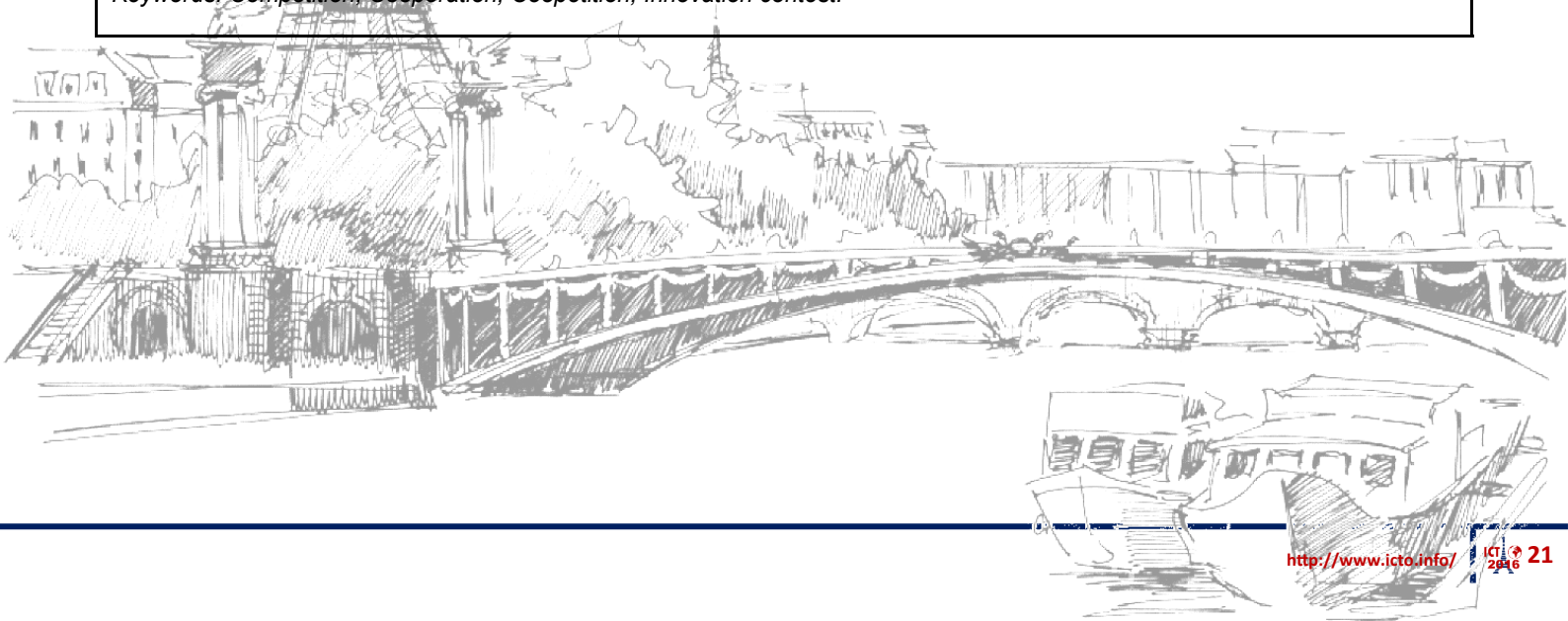
Abstract

Organizations develop innovation contests to collect ideas generated by online users. Research has shown that many innovation contests belong to coopetitive platforms which are hybrid models aiming to promote both competition and cooperation within the platforms. Since coopetition in innovation contests is an emerging construct, our research aims to understand how coopetitive innovation contests are organized, particularly what competitive and cooperative features are and how they function together to create coopetitive model, and to study how these models impact on the performance of users. Our contribution is threefold: firstly we propose a classification of both competitive and cooperative features based on social interdependence theory. Secondly we conduct a content analysis of 45 innovation contests, results show that depending on the variations between competitive and cooperative features, the innovation contests are classified in three different coopetitive categories: classic outsourcing, co-creation, and collective intelligence. Thirdly to study the impact of coopetitive model on user behaviors, we conduct an experimentation with 177 students to generate ideas to an innovation contest. The results show that the coopetitive model generates more ideas and leads more positive attitudes toward the organization.

Keywords: Competition, Cooperation, Coopetition, Innovation contest.



PARALLEL SESSION 4.2 - TIC ET CHANGEMENT ORGANISATIONNEL
***PRÉSIDENT :* PR. *IMED BEN NASR* (VENDREDI LE 4 MARS - 14H00-15H30)**
LIEU: SALLE 23

Paper N° 69. ***Facteurs qui influencent les attitudes et l'utilisation des bornes interactives en libre service dans le secteur bancaire au Liban***

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Abstract

Retail banking is evolving at an accelerated steps. Globally, banks are facing the quick evolution of technology which have brought a significant shift in consumer banking behavior. While the origin of the implementation of kiosk banking were "virtual bank" in places where opening banks in not gainful because of the limited transactions, kiosk banking in the middle east is more "digitalizing the image of banks" that can be more innovative than others. In this paper, we present interactive kiosk banking and the consumer recognition of this new form of technology. Although consumer preferences are changing, there are many factors that might affect their utilization of kiosk banking: trust, interactive preference, quality, utility and many other. We will focus on these four factors and study consumer behavior and vision, through proximity to banks, mobile banking, ATM and kiosk banking.

Keywords: Kiosk banking, innovat ion, ATM, consumer behavior, interact ive banking, mobi le banking.

Paper N° 26. ***LES TECHNOLOGIES DE L'INFORMATION ET LA REINGENIERIE DES PROCESSUS : DANS UNE PERSPECTIVE DE CHANGEMENTS ORGANISATIONNELS PLANIFIES***

Jardini Bahija, ENSA, Université IBN ZOHR Agadir Maroc
Aboulaid Hajar, ENSA, Université ABDELMALEK SAADI Tanger, Maroc
Elkayl Malika, ENSA, Université IBN ZOHR Agadir Maroc

Résumé

La réingénierie des processus d'affaires est à l'origine d'une vague restructuration et réorganisation des entreprises qui s'appuient amplement sur l'ingénierie informatique et sur les potentialités des technologies de l'information et de la communication. La plupart des chercheurs en réingénierie soutiennent que les technologies de l'information et de la communication auraient la capacité, de par leurs qualités intrinsèques, de changer l'organisation ; il ne s'agit plus d'informatiser l'existant mais de redéfinir les modes d'organisation du travail et l'enchaînement des tâches et de repenser les processus. Dans cette étude/recherche, notre question principale est : Comment les TIC peuvent-elles générer une réingénierie des processus au service d'une transversalité managériale ? Cas des processus d'affaires en supply chain management. Ce papier tend donc à démonter la relation entre les technologies de l'information (TI) et la réingénierie des processus en développant comment les premiers peuvent générer la deuxième avec une articulation particulière autour du management transversal. Après une présentation des différentes lectures relatives à l'impact des Technologie de l'Information sur la performance des organisations et la réingénierie des processus, nous allons entamer l'étude d'un cas présentant un modèle de modernisation de la gestion d'une plateforme de cross docking grâce à l'utilisation de nouvelles technologies.

Mots-clés : Nouvelles technologies de l'information, réingénierie processus, Cross docking, SCOR

Paper N° 38. ***TIC et viellissement dans les hôpitaux publics libanais***

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Abstract

As an effect of the ageing of the population in general, the number of citizens with chronic diseases is increasing, especially among elderly people throughout the MENA Region. This is a great challenge for both the well-being of the citizens and the public health care systems. Within this challenging context, this paper addresses the Importance of ICT for ageing in the Lebanese public hospitals.
The results highlighted the impact of population ageing on the Lebanese health care system in terms of infrastructure, costs and human resources. It also assessed the readiness of Lebanese health system to face such a shift and its capacity to foster better health and wellbeing for the elderly.
The role of ICT was elaborated specifically in settings where uses of ICT in the form of an integrated information system contribute to the effectiveness of Lebanese public hospitals to provide quality care for an aging population.

Keywords: ICT, Ageing, Lebanese Public Hospitals, health Information System

Paper N° 73. ***Le rôle de la culture libanaise dans le piratage numérique au Liban***

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Abstract

The global spread of Internet and the emergence of digital compression technology have dramatically increased digital piracy rate in the world. Digital files are increasingly within the reach of all, and illegal copying of these files has progressively exalted. The objective of this study is to understand how the Lebanese culture affects the adoption of digital piracy in Lebanon. Based on the model of Cronan and Al-Rafee (2008), a suitable model was proposed to identify the factors influencing the adoption of digital piracy.

Keywords: Peer to peer, digital piracy, ethics, religiosity, intellectual properties, Internet, digital file.

Parallel sessions 5 / Sessions Parallèles 5
Friday March 4, from 04:00PM to 05:30PM

PARALLEL SESSION 5.1 - ICT AND SOCIAL CREATIVITY
CHAIR: *PR. FABRIZIO D'ASCENZO*, (FRIDAY MARCH 4 - 09:00AM - 10:30 AM)
LOCATION: ROOM 22

Paper N° 60. ***CORPORATE ENTREPRENEURSHIP: A MEDIATOR IN THE ICT-ORGANIZATIONAL PERFORMANCE RELATIONSHIP***

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Abdul-Nasser Kassar, ITOM, Lebanese American University, Beirut–Lebanon, abdulnasser.kassar@lau.edu.lb

Abstract

Advancements in technology have generated remarkable interest among researchers and practitioners regarding the impact they have on organizational performance. Information and Communication Technologies (ICT) applications, such as e-commerce, supply chain management, customer relationship management, e-learning, m-commerce, social media, and wearable technologies, to list a few, have become the major drivers of economic growth and social change. However, although the research body pertinent to this area has substantially grown, research on the importance of complementary factors such as corporate entrepreneurship in enhancing the impact of technology on organizational performance has yet to be addressed. Some studies suggest that simply investing in new ICT does not necessarily lead to better organizational performance. On the contrary, accompanying these investments with entrepreneurial culture that seizes potential opportunities is pivotal for success and growth. Drawing on the resource-based view of the firm and the dynamic capabilities view, the primary aim of this paper is to develop and test a framework that would depict and examine the nature of the relationship between ICT use and organizational performance in the Lebanese market, taking into consideration the impact that corporate entrepreneurship may have on this relationship. Regression analysis was used to test the proposed relationships along with the significance of the mediation effect of corporate entrepreneurship. The proposed model proved to be fit, hypotheses were supported, implications were discussed, and recommendations for future research were presented.

Keywords: Information Technology (IT); Information and Communication Technologies (ICT); Corporate Entrepreneurship (CE); Performance; Dynamic Capabilities View; Resource-Based View

Paper N° 71. ***THE IMPACT OF ICT ON INDIVIDUALS' WELLBEING. THE ROLE OF WORK CONTENT.***

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Teresina Torre. University of Genoa, Italy, teresina.torre@economia.unige.it

Abstract

This paper aims to study if and how Information and Communication Technologies (ICTs) can influence the individuals' wellbeing in working context, introducing the role of work content.
In detail, we consider work content in terms of two dimensions - which are: creative vs. routine work contents and intellectual vs. manual work contents – and succeed in verifying how an enrichment in each of these dimensions may change the relationship between ICTs and wellbeing The findings of the analysis carried out on a sample of 8495 employees in Europe (data source: WVS 2010-2014) demonstrate the importance of an enriched job content, as well as, the positive role of ICT on individuals' wellbeing. Moreover, it was demonstrated that in some extent the positive relationship between the use of ICT and wellbeing may be weakened both for creative and intellectual workers.
The results of the paper may represent an interesting incentive for the current debate among scholars and practitioners in the HRM and Organizational behaviour field on the effect of ICT on employees' behaviours and wellbeing, being ICT more and more present in life and work.

Keywords: Intellectual work, Creative work, ICT, Individual Wellbeing.

Paper N° 67. ***E-LEADERSHIP: A MYTH OR A REALITY? SOME EVIDENCES FROM THE FIELD***

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Abstract

This paper aims to analyse the recent trend toward 'e-leadership'. Specifically, it seeks to discuss if this new way to define leadership represents a change of the concept or if it is the same one, that simply fits for new conditions.
Leadership is a classic topic in the field of management and it plays an important role in the organizational behaviour studies. It can be defined as a process by which a person exerts his/her influence on an individual or on a group to achieve a common goal in an effective way. Recently, leadership has begun to deal with the diffusion of advanced information technology (AIT), which gets in the way between leader and followers with an increasing intensity: so, leadership develops itself through the intermediation of technologies, showing different emerging features.
Our research wishes to study how enterprises live this change, if they are conscious of this evolution and how they are organizing themselves to face with the problems and the opportunities that may arise. A sample of Italian enterprises have been involved in our analysis through interviews to representatives, in order to identity different situations and behaviours. The principal fist results – aiming to propose a way towards e-leadership - are proposed and discussed to offer some preliminary suggestions to our question.

Keywords: leadership, e-leadership, Advanced Information Technologies, virtual team, team leadership, empirical study

Paper N° 76. ***Strategic HRM and E-HRM adoption: An Empirical Study.***

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Cristiano Ghiringhelli, University of Milan Bicocca, Italy, cristiano.ghiringhelli@unimib.it

Abstract

The application of Information Technology to Human Resource Management (e-HRM) is believed to be a mature practice within organizations facilitating the strategic transformation of the HR function and keeping it more business oriented. However, several scholars have started questioning the appropriateness of this deterministic view of e-HRM as determinant of strategic organizational outcomes and suggested interpreting e-HRM itself as the result of strategic decision-making. This paper applies a contingent theoretical perspective by exploring what factors determine e-HRM adoption with a specific focus on strategic HRM. Logistic regression by using data from a sample of N=168 Italian organizations were performed in order to test the effect of the organizational and HRM context on the adoption of three different kind of e-HRM: operational, relational and transformational. Findings suggest that the adoption of operational and relational e-HRM is mainly affected by organizational factors and is not related to strategic HRM. However, results support the existence of a greater link between strategic HRM and transformational e-HRM as the adoption choice is affected by the strategic role of the HR function together with a specific focus on the external strategy aimed at organizational repositioning. Practical implications and future research directions are discussed.

Keywords: strategic HRM, e-HRM, organizational context, logistic regression, Cranet.

PARALLEL SESSION 5.2 -
VALUE PROPOSITION AND BM
PRÉSIDENT : *PR. FRITHIOF SVENSON* (FRIDAY MARCH 4 - 09:00AM - 10:30 AM)
LOCATION: ROOM 23

Paper N° 63. ***Managing value expansion***

Paris Chrysos. ISC Paris, France, parisx@gmail.com

Abstract

This paper explores the way pioneering Web-based enterprises manage the emergence of new value, by studying the phenomenon of external developers support. Value care emerges thus as an original business module, enabling the management of both immanent and potential value for the enterprise.

Keyowords : Business model innovation, value care, Web.

Paper N° 53. ***ECM implementations in practice: Objectives, processes, technologies, and trends***

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Abstract

Enterprise content management (ECM) has become an important topic for information managers and researchers. ECM refers to a broad and integrated approach to managing all types of digital information, and it is closely related to several other information-management concepts, so researchers have long had difficulty forming a common conceptualization. Literature reviews have explored the meaning of ECM based on academic publications, but few studies have considered what practitioners understand by ECM. This paper uses more than 1,200 case reports on industrial ECM implementations to characterize the ECM concept from a practitioner's viewpoint. Grounded in a structured content analysis, the paper identifies the objectives, processes, and technologies of ECM implementations and explores implementation trends over time and across countries and industries. We compare our descriptive findings with ECM theory to discuss implications for future research.

Keywords: Enterprise Content Management, Content Management, Content Analysis.

Paper N° 64. ***THE RELEVANCE OF RELATIONSHIPS IN BPM FOR DEVELOPING NEW BUSINESS MODELS***

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Silvia Fioravanti, Sapienza University of Rome, Rome-Italy, silvia.fioravanti@uniroma1.it

Abstract

This paper is dedicated to a combined analysis of IS and Business Process Management in the context of New Business Models, due to two emergent necessities drove by the actual, rapidly changing environment. The two necessities are strongly interconnected, since they are: an increase in interorganizational relationships and an enlargement of intra-organizational relationships, which bring to a growth in the distribution of value creation within, and among organizations. This determines a greater degree of openness to external relevant actors, with consequences on management of relationships, thus on BPM. Since we found a lack of contribution in socio-relational terms, our purpose is to offer a conceptual framework, based on a thorough literature review that will contribute to rationalize traditional and new fields of BPM, considering the relevance of relationships. By following ten identified themes related to BPM emerged from ERCIS 2010, we update the research agenda, adding new application fields. We conclude with managerial implications, limitations and suggestions for future developments in the research.

Keywords: Business Process Management, IS, New Business Models, Relationship Management.

Paper N° 47. ***PPP for the digitization of SMEs in sustainable perspective***

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Abstract

It is evident that the importance of the digital transformation of business is becoming fundamental not only for successful and sustainable development of an enterprise but even for its survival. Digital transformation refers to the changes associated with the application of digital technology in all aspects of business activities. The paper in a first phase analyses the main literature on sustainable competitive advantage, digital transformation process and role of public-private partnership. The last phase discloses a case study, which describes Italian SMEs' digital maturity increasing due to an initiative in the framework of the Private-Public Partnership. By using empirical analysis based on a case study this paper analyses "Made in Italy: Eccellenze in Digitale" programme realized and coordinated by Unioncamere and Google which involved 105 graduates to support SME's entrepreneurs in the digital transformation of their companies.

Keywords: digital maturity, digital transformation, competitive advantage, public-private partnership, SME.

Paper N° 77. **Understanding cultural heritage organizations as 'Technological Zones'**

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Paolo Depaoli, LUISS "Guido Carli", Italy, pdepaoli@luiss.it

Abstract

In cultural heritage organizations digital technology is used as a valuable tool to enrich visiting experiences, improving the interpretation and understanding of exhibits as well as supporting two-way communications between visitors and institutions. This research proposal aims at exploring in how far digital technologies and the growth of Internet based social networks promote 'interactivity' within and among the actors involved, and how the emergence of new objectives and acts of organizing in a given cultural heritage institution could be seen as a consequence of this digitally enhanced interactivity. The research proposal was developed through two main steps: (i) a literature review was conducted to position the proposal (and the case study on which it is based) within the recent digital heritage research; (ii) to guide the research effort an intellectual beacon was searched and found in Andrew Barry's Political Machines, 2001. The case study presented in the paper, which serves as a proof-of-concept, concerns the adoption of an innovative digital platform by a zoological garden. Finally, both the 'lessons learned' from the case study and the outline of the research proposal conclude the paper.

Keyowords : Cultural heritage organizations, Technological zones, Interactivity, Digital platforms.

