



UPPSALA
UNIVERSITET



THE IMP FORUM in Journal of Business and Industrial Marketing
and Uppsala University, the Department of Industrial Engineering and Management

Invite you to the

**IMP FORUM Seminar
Online and in Uppsala (Sweden)
Maj 19-20th, 2021**

Dear Colleagues,

We have the pleasure to invite you to the IMP FORUM SEMINAR which will be held, both online and at the Department of Industrial Engineering and Management, Uppsala University, Sweden, in Maj the 19th – 20th, 2021. The seminar will start at noon on Maj 19th and will end at lunch on Maj 20th 2021.

The aim of the seminar is to discuss papers on empirical research and/or related conceptual and methodological issues; concerning exchange, interaction and networks. The papers will be discussed in one general and one special track. The special track topic is ‘Understanding digital transformation from an inter-organizational network perspective’ but we also welcome papers on any aspect of the general phenomenon of the interactive business world.

The ambition with the seminar is twofold: to share and confront ideas among the participants (authors/reviewers) but also to enhance the quality of the review process and thus of the final papers that will be published in THE IMP FORUM in JBIM. Please keep in mind that the IMP Forum seminar is meant to be a complementary platform to the IMP Conference which means you are free to bring to the seminar works presented at the annual IMP Conference.

Important principles of the IMP FORUM SEMINAR:

- *It is the paper that is in focus and the key issue is how to develop the quality of the paper. Every author will, during a session of 45 minutes dedicated to the paper, get comments from experienced IMP researchers and hand-on suggestions for how to develop the paper.*
- *Every paper submitted will be attributed two reviewers. The first reviewer has a central role for each session. The first reviewer starts the session, presents the paper and the review. The second reviewer continues before the floor is opened for the author and the other participants. (Hence, the author does not present the paper.)*

- *Every participant (author)* will be reviewer on at least one paper and there are two reviewers to each paper. But we expect all participants to read all the papers in their track to make the discussions productive.

Time table for paper production:

- Provide abstract (maximum two pages) of a paper for the general or the special track (see page 3) by February 15th, 2021. Abstracts will be reviewed by the organizing team within one week.
- Submit full (finalized or work in progress) version of the paper by April 30th, 2021.
- Following the seminar all authors will receive the two written reviews and will be asked to revise the paper according to reviewers' comments before submitting the paper to IMP Forum in JBIM (<https://mc.manuscriptcentral.com/jbim>).

Time table for the seminar:

- The seminar starts at 12.00 on Thursday 19th of Maj and will be concluded at 12.00 Friday 20th of Maj.
- There is no fee for the seminar and the seminar will due to the COVID situation be held online. However, if the pandemic situation allows, we will welcome participants to Uppsala and then the invitation includes two free lunches and a dinner. Is so, participants have to cover their own travel and accommodation costs. Further information about Hotels, venue and transportation will be provided.

In order to take part in the seminar, please send the abstract to the following e-mail address:

jens.eklinder@angstrom.uu.se

Welcome to send in abstracts to THE IMP FORUM Seminar, online and in Uppsala 2021!

Best Wishes,

IMP Forum Seminar Uppsala 2021 Organizing Team

Jens Eklinder Frick, Andrea Perna, Vincent Fremont, and Alexandra Waluszewski

THE IMP FORUM in JBIM

Call for papers to the
Special track “Understanding Digital Transformation from an inter-organizational network
perspective”

Much has been written about digitization and digitalization of business practices, digital transformation, however, is a much deeper change process. In short, digital transformation can be described as an evolutionary process in which digital capabilities and technologies are used to form new business models, operational processes and customer experiences, in turn, creating customer value. The digital transformation literature thus encapsulates both (1) inter-organizational activities such as process improvements and deliveries/logistics, (2) interacting resources, in the form of machine interactivity and interactive information technology, as well as (3) changes in relational bonds between interacting actors, addressing specialized customer requirements and needs. Still, the definition of the digital transformation phenomenon, its characteristics and drivers, remain vague. Moreover, digital transformation literature tends to focus on single firm level technology use, failing to recognize the embeddedness of such technology in inter-organizational contexts.

The inter-organizational network stream of literature has for the last 40 years empirically investigated how inter-organizational activities, resource utilization and actor bonds generate value for business actors. It is thus logical that literature embracing the inter-organizational network perspective also aid the understanding of the novel phenomenon of digital transformation. Especially when it comes to how such a phenomenon might result in value creation within and between interacting firms. Historically, this literature has proven apt in empirically tracing and explaining innovation and change processes within industrial business practices. Moreover, there is currently an increase in papers within this stream of literature that study digital transformation related phenomenon.

The current trend of digital transformation within most aspects of business practices begs a certain number of questions, and this special issue welcomes papers that aim to further the understanding of how the phenomenon of digital transformation of inter-organizational

business practices can create value for the involved business actors. Questions to address in order to gain better understanding of digital transformation from an inter-organizational perspective can be:

- What is the relation between digital and transformation from an IMP perspective?
- How can IMP contribute to the understanding of the digital transformation process?
- Organizing the digital transformation process: what are the key factors which boost/hinder the digital transformation process?
- Coping with the different level of analysis when investigating the digital transformation phenomenon from an interactive point of view;
- How can IMP theory help assess the readiness and maturity of firms' digital transformations?
- How can IMP research help companies navigate through their digital transformation to achieve their change goals?
- How can digital Transformation of business practices make firms industrial networks more sustainable?
- Which characteristics should future digital technologies develop to interact with, and get embedded in, established resource networks?
- How are digital transformations changing the way firms develop actor bonds, resource ties and activity links?