

# 2<sup>nd</sup> Digital Transformation and Strategy Forum

September 10, 2018

9am- 6 pm

Cass Business School, City, University of London  
106 Bunhill Row, EC1Y8TZ

Sponsored by the Digital Leadership Research Centre

## Programme

800-900	<b>Registration and breakfast</b>
900-915	<b>Welcome and introduction</b> <ul style="list-style-type: none"><li>• Marianne Lewis, Dean of Cass Business School</li><li>• Gianvito Lanzolla and Elena Novelli, Forum Co-Chairs</li></ul>
915-1030	<b>Panel 1: Digital transformation, risk and governance</b> Chair: Gianvito Lanzolla <ul style="list-style-type: none"><li>• Panellists: Shaz Ansari (Cambridge Judge Business School); Igor Filatotchev (King's Business School); Paula Jarzabkowski (Cass Business School); Tobias Kretschmer (Ludwig-Maximilians-Universität München-LMU); Chris Tucci (Ecole Polytechnique Fédérale de Lausanne-EPFL); Paolo Volpin (Cass Business School)</li></ul>
1030-1045	<b>Coffee break</b>
1045-1200	<b>Session 1: Digital transformation of organizations and organizing</b> Chair: Elena Novelli <ul style="list-style-type: none"><li>• Big Data: The birth and distribution of a novel responsibility (Anna Grosman, Simon J. D. Schillebeeckx, Rashik Parmar, Jakob Haesler)</li><li>• What is digital transformation? Assessing the impact of 'smart city' development in Japan (Roy Nyberg, Masaru Yarime)</li><li>• Online cultural markets (Simone Santoni, David Stark, Simone Ferriani)</li><li>• Transformation of traditional banks' rigid hierarchies to agile network organisations (Joachim Hasebrook, Michael Lister, Martin Fürst, Alexander Aretz, Stefan Kirmsse)</li><li>• Corporate governance innovation in the digital age (Kevin Chuah, Jeroen Veldman)</li></ul>
1200-1300	<b>Lunch</b>
1300-1415	<b>Session 2: Digital transformation, competition and value capture</b> Chair: Gianvito Lanzolla <ul style="list-style-type: none"><li>• Strategic transformation of the firm towards digital value creation and capture logics (Eero Aalto, Janne Hyvönen, Robin Gustafsson, Jesse Riekkii)</li><li>• For which incumbents are digital platforms really a threat? The role of asset ownership (Tim Meyer, Carmelo Cennamo)</li><li>• Platform ecosystem evolution: Towards an integrative framework and implications for complementors (Joost Rietveld, David B. Nieborg, Joe N. Ploog, Pursey P.M.A.R. Heugens)</li><li>• Voices of the sharing economy: Discontinuous innovation and media discourse (Julian Lehmann, Florian Weber, Lorenz Graf-Vlachy, Andreas König)</li><li>• A temporal perspective on scaling up platform-based organizations (Daniel Z. Mack, Weiru Chen, Quy N. Huy)</li></ul>
1415-1445	<b>Coffee break</b>
1445-1545	<b>Session 3: Digital transformation, business model and entrepreneurship</b> Special track chaired by Raffaello Balocco, Antonio Ghezzi, Cristina Rossi-Lamastra <ul style="list-style-type: none"><li>• Leveraging Utility Tokens for Venture Strategy (Jana Thiel, Simon Oeschger)</li><li>• Female entrepreneurship and digital skills: a data-driven approach (Evila Piva, Cristina Rossi-Lamastra, Silvia Strada, Mara Tanelli)</li></ul>

	<ul style="list-style-type: none"> <li>Family Management and the Development of Exploratory and Exploitative Digital Technologies (Lorenzo Ardito, Alfredo De Massis, Julia Hautz, Rene Ceipek, Kurt Matzler)</li> </ul>
1545-1600	<b>Coffee break</b>
1600-1700	<p><b>Panel 2: "Digital transformations and strategy: One year later, what has changed?"</b></p> <p>Chair: Elena Novelli</p> <ul style="list-style-type: none"> <li>Panellists: Simon Bates (Managing Partner, Global Digital Transformation, ATOS Consulting); Julian Birkinshaw (London Business School); Didier Bonnet (Global Head, Digital Transformation, CapGemini), Gerard Grech (CEO, TechNation); Davide Ravasi (University College London); Lourdes Sosa (London School of Economics)</li> </ul>
1700-1800	<b>Wrap and conclusions followed by drink reception</b>