



International Workshop Announcement

Digital transformation and social change: corporate challenges and future agenda

Taking place in Madrid on May 25th 2016 (8h30h to 12h) at UC3M Puerta de Toledo Campus

This workshop analyzes the influence of digital technologies in the corporate management of global sustainability issues. We invite multidisciplinary scholars and professionals to explore the intersection between digital technologies, global governance and corporate responsibilities.

The internet and digital technologies are having major implications in the management of global social and environmental issues such as climate change, pandemics or international corruption. Digital infrastructures open new questions about transparency of data and information, autonomy of execution and access to information and participation. They also have implications for how organizations work internally and with different stakeholders and how information and process are controlled.

A digital networked perspective into global governance opens questions in the management of the temporality, materiality and legitimacy of the corporate strategies for dealing with social issues. It changes the accountability processes in the global debate, its legal and operational implications.

The workshop welcomes the debate in any aspects of the networked perspective of global governance most and notably the following:

- Global governance and the digital dimension of stakeholder engagement and communications
- Legal implications of corporate development and implementation of standards and soft law
- Measuring and managing global and local corporate responsibility issues and its relations to big data and interconnectedness of information systems
- Digitalized financial markets and the dimension of responsibility and inclusion

The workshop is open to academic and non academic participants. It will consist of two keynote lectures (8h30h to 10) and a round table (10h30 to 12h). The workshop will take place in Madrid UC3M Puerta de Toledo Campus, Puerta de Toledo n. 1, Madrid.

*Please confirm your attendance to Please confirm your attendance to: Estela Martinez Garrido
EMAIL: emgarrid@pa.uc3m.es*

Best, Maria José Alvarez, Itziar Castelló and Laura Illia



Participants

Key Note Lectures

Mikkel Flyverbom, Associate Professor at Copenhagen Business School, Denmark. Mikkel's main research interests concern how digital technologies shape communication and governance processes in organizational settings. More specifically, how organizations engage with digital transformations, such as 'big data' and internet infrastructures that unsettle established ways of working and thinking. His research addresses how the Internet has emerged as a key concern in global politics (see book *The Power of Networks*), how 'big data' relates to knowledge production and the politics of transparency (see *The Politics of Transparency*), how transparency ideals shape the Internet domain (see *Sunlight in Cyberspace*), and how power and transparency intersect (see *The Transparency-Power Nexus*).

Isabel Aguilera, is a business executive and entrepreneur. She holds two degrees on Architecture and Town Planning, an MBA at IE Business School and a PDG at IESE Business School. She has held several executive positions such as CEO Spain, Italy and Portugal for DELL Computer Corporation, Chief Operations Officer for NH Group, General Manager for Google Spain and Portugal and President of GE for Spain and Portugal.

Financial Times mentioned her as one of the best 25 business executives in Europe. Actually is member of several Boards and Advisory Boards, including Indra, Oryzon, BMN Bank and Oracle and she is Associate Professor at ESADE.

Workshop participants and facilitators:

Mar Alonso-Almeida, Assistant Professor at the Universidad Autónoma de Madrid. She has been also professor at the Universidad Carlos III de Madrid. She has extensively published on the topic of the adoption of new technologies in businesses and performance in environmental management in Journals such as *Corporate Social Responsibility and Environmental Management and Business Strategy and the Environment*. Mar will talk about the challenges of adoption of new technologies in businesses.

Maria José Alvarez Gil, Professor of Management at Carlos III University of Madrid. María José's research interests center on Advanced Manufacturing Technologies (AMTs), Green Supply Chain Management (GSCM), including Reverse Logistics and Food and Drink's Security and Traceability and Innovativeness and New Technologies. She has published in leading journals, such as the *Journal of Operations Management*, *International Journal of Production and Operations Management*, *International Journal of Services Technology and Management* and the *International Journal of Production Research*, among others. Maria José will bring the operations management perspective into the analysis of the digitalization of global governance.

Carlos Bellón, Assistant Professor of Finance at Carlos III University of Madrid. Carlos holds a PhD in Finance and an MBA from the Wharton School of the University of Pennsylvania. His research focuses on banking, in particular on the study of the interactions between financial



and industrial market structures. He has worked at JP Morgan and Citi Group as equity manager. He will talk about new financial models in the digital area such as crowdfunding platforms and their impact in the management of sustainability issues.

Itziar Castelló Molina, Assistant Professor of Management at Carlos III University of Madrid. She is also Associated Researcher and External Lecturer at Copenhagen Business School and currently visiting scholar at City University, CASS Business School. She has work at General Electric, PricewaterhouseCoopers and AccountAbility as manager. Her research interests lie in the areas of corporate social responsibility and digitalization. She looks at how digital technologies shape stakeholder engagement and global governance processes. She has published in journals such as Journal of Management Studies, Research Policy, Business & Society, and Journal of Business Ethics. Itziar will talk about corporate stakeholder engagement through social media on sustainability issues.

Mikkel Flyverbom, Associate Professor at Copenhagen Business School, Denmark (see above)

Laura Illia, Associate Professor at IE University (ES). Her current research focuses on how issues of organizational identity, branding, corporate communication, reputation, and Corporate Social Responsibility are involved in organizational management. Her works are published in journals such as MIT Sloan Management Review, Journal of Business Ethics, British Journal of Management, Journal of Management Inquiry, Journal of Business Research, Journal of Applied Behavioral Science, Corporate Reputation Review, Corporate Communications: An international Journal, and Journal of Public Relations Research.

Charlene Zietsma, Director of Entrepreneurial Studies; Associate Professor and Ann Brown Chair of Organization Studies at York University, Toronto, Canada. Currently Chair of Excellence at Carlos III University of Madrid. Her research uses theories of institutions, social movements and entrepreneurs to investigate the agency and processes involved in social change efforts, particularly in the context of business and sustainability. She works on the digitalization of the relation between civil society and business. Her publications include Administrative Science Quarterly, Academy of Management Journal, Organization Studies, etc. Charlene will talk about how social media mediates activist agency in social justice and sustainability initiatives.