



INTERNATIONAL CONFERENCE ON

# INNOVATION AND TRANSFORMATION IN THE DIGITAL AGE

10-12 JULY 2023

ONLINE CONFERENCE

<https://www.itda2022.eu/>

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CONFERENCE SUPPORTED BY  
**UNIVERSITY COLLEGE LONDON**

**CONFERENCE CHAIRS**

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# ABOUT THE CONFERENCE

Since 2010, digital technology has been sold by the digital sector to traditional industries. Existing companies are transformed into digitalized companies in an adaptive brownfield approach. Physical devices are transformed into intelligent connected devices or cyber-physical devices. Digital transformation refers to all organizational dimensions, industries, the economy and society as a whole. Market reports, such as IDC's, show that the industries pertaining to digital economy have the largest and fastest growth in history and the market was expected to double as the Covid crisis has accelerated its growth.

This new socio-economic context gives academia a plethora of research topics, from highly analytical studies to new perspectives on the economy. It enables conceptual research, qualitative research, quantitative research, predictive studies. Conversely, academia introduces new concepts to be developed empirically.

This conference gives participants the opportunity to present and listen to the latest research on the topic, as well as interact with highly-valuable keynote speakers from the private sector.

## CONFERENCE TOPICS (included but not limited to)

Automation; Hyperautomation; Digitalization; Digital Transformation; Digital Technology; Internet of Things; Enterprise Architecture; Business Process; Business Model; Digital Economy; Information and Communication Sector; Digitalized Economy; Digital Innovation; Disruptive Innovation; Digital Disruption; Combined Innovation; Ambidextrous Innovation; Digital Strategy; Digital Maturity; Roadmap; Lean Start-up; Venture Capital; Multistakeholder Value.

## CONTACT INFORMATION FOR ALL ISSUES

**Conference Secretariat:** TRIVENT Conference Office  
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**Issues concerning the conference at all steps:**

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