



## CONFERENCE TRACKS

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### T 14\_03 Data-driven management decision-making

#### Proponents:

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#### Description:

"If you really don't know how to make it [digitalization] part of your own goals, and if you don't have the level of sophistication to use it, you're going to miss out."  
(Ransbotham et al., 2016)

This track explores how to understand and visualize data in management decision making. In order to put data and knowledge into practice, managers need data visualization and storytelling competences (cf. Basole et al., 2015; Huhtamäki et al., 2015, 2017). If properly understood and used, data offers huge possibilities for organizations interested in transforming their businesses and pursuing new innovative service solutions. For example, Bendoly's recent article (2016) places enacted sensemaking on center stage when using visual analytics in management. This track seeks answers on how to support the design of visual analytical tools for management in the social era where data sources are multiplying. Making good decisions is becoming more complex and requires increasing information processing capacity.

This topic will offer guidance on building up the "pipeline for value co-creation" from goal setting to knowledge management via various data sources. The track seeks to explore: i) data analytics methods for knowledge management and decision making in the era of social media, ii) why managers should be interested in developing their analytic skills and methods, iii) how decision-making can benefit from multiple, high-speed and real-time data analytics, iv) information design related subjects, v) enacted sensemaking and visual analytics, vi) storytelling and sensemaking, for example.

In practice, in the new digital environment, companies are no longer at the center of a network; instead, they need to learn new skills to co-evolve (Aramo-Immonen et al., 2016; Ketonen-Oksi, 2016). Managers need to understand the roles and actions of the customers in the ecosystem, how they can influence others, and how to communicate with others (Russell et al., 2011; Suominen et al., 2016). They need to know how to interact in a digital and multichannel environment.

Multiple data sources, including open data and data on individual level emotions, offer the potential for companies to create this kind of deep customer insight and to build new understanding of emotions as drivers for decision making and actions. However, the integrated use of blended data sources in daily business practices remains a challenge for many managers (Jussila et al. 2014; Pettersson et al. 2014).

### **Publish:**

Journal of Information Technology Research. The Journal of Information Technology Research (JITR) seeks to provide evidential research on groundbreaking and emerging areas of information science and technology, with particular focus on breaking trends in medical informatics, social computing and biotechnology. In endeavoring to fulfill the objectives of providing a scholarly and quality outlet for innovative topics, trends and research in the field of IT, the JITR will succeed in expanding the availability of the most prominent, principal and critical concepts that will form the knowledge society of the future.

Journal of Human Capital and Information Technology Professionals (IJHCITP). The International Journal of Human Capital and Information Technology Professionals (IJHCITP) focuses on the IT field from the outlook of industry professionals and covers multidisciplinary themes such as human resource management, sociology, psychology, and management along with technology itself. Representing IT professionalism from the human capital point of view, the journal publishes original research papers, research notes, reviews, and cases on all aspects of IT professionalism, technology-related careers, personnel empowerment, organizational management and cutting edge technologies affecting IT practitioners. This journal emphasizes articles linking theory with application or critically analyzing cases with the objective of identifying good practice in the management of IT human capital.

## For more information:

Contact the proponents above mentioned.

**Submission Deadline: 10 January 2017 (2 pm Belgian time)**

## Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2017 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.