

CALL FOR PAPERS



European Institute for
Advanced Studies in Management

2nd EIASM Interdisciplinary Conference

MISTO 2026

MANAGEMENT, INFORMATION SYSTEMS AND TECHNOLOGIES FOR ORGANIZATIONAL TRANSFORMATION

“Shaping the Future of Organizations through Management, Digital Innovation and Technology”

In collaboration with:
ESCE/Omnes Education
University of Pavia
CEROS – Université Paris Nanterre

Date: 3-5 June 2026

Location: Paris La Défense, France (In-person)

Preliminary Programme — MISTO 2026

Scientific Leadership

Chairpersons: Prof. Elisabetta Magnaghi & Prof. Vijay Pereira

Co-chairs: Prof. Pietro Previtali & Prof. Francesca Sanguineti





Conference Focus






MISTO 2026 aims to explore the interdisciplinary crossroads of management sciences, information systems, and organizational transformation. It will bring together scholars, doctoral students, and practitioners to discuss the latest developments in digital transformation, technological innovation, and emerging organizational models.

Outline Programme





3 June 2026

- **Afternoon:**
 - Welcome address by the Chairpersons
 -  **Doctoral Seminar**
Led by international experts, this seminar offers PhD candidates the opportunity to present and refine their research through constructive feedback.
 - **Evening:**
 **Welcome Reception** — A convivial networking moment to kick off the conference
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4 June 2026

- **Morning:**
 **Keynote Speeches**
 - Prof. Charles De Villiers : *ORGANIZATIONAL TRANSFORMATION TOWARDS SUSTAINABILITY THROUGH TECHNOLOGY*
 - Prof. Nada Boustany : *HUMAN INTELLIGENCE IN THE AGE OF AI: ETHICS, PURPOSE, AND FUTURE OF ORGANIZATIONAL LEARNING*
 -  Parallel academic sessions
 - **Afternoon:**
 Parallel academic sessions
 Roundtable chaired by Prof. Daniela Mancini
Academia–Industry Perspectives on AI in Board-Level Decision-Making
 - **Evening:**
 **Gala Dinner** — A festive evening to connect with fellow researchers in an elegant setting
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5 June 2026

- **Morning:**
 Final academic sessions
 **Awards Ceremony:** Best Paper, Best Young Scholar, Best Doctoral Presentation
 Closing remarks by the Chairpersons
- **12:30:**
 **Light Lunch & farewell**

Conference Overview

The rapid convergence of management sciences and information technologies has fundamentally transformed organizational paradigms, creating unprecedented opportunities for interdisciplinary research and innovation. The 2nd EIASM Interdisciplinary Conference - MISTO 2026 (MANAGEMENT, INFORMATION SYSTEMS AND TECHNOLOGIES FOR ORGANIZATIONAL TRANSFORMATION) aims to foster rigorous academic discourse at the intersection of these evolving domains.

This conference serves as a premier forum for scholars, practitioners, and researchers to engage in critical examination of theoretical frameworks and empirical findings that bridge management science, information technology, and organizational studies. We particularly welcome contributions that demonstrate methodological rigor while addressing contemporary challenges in digital transformation, technological innovation, and organizational adaptation.

Research Focus and Scholarly Contributions

We invite high-quality submissions that advance our understanding of the complex interplay between management practices and information technologies. The conference encourages interdisciplinary approaches that integrate:

- **Computational sciences** with strategic management theory
- **Data analytics** with organizational behavior research
- **Artificial intelligence** with decision-making frameworks
- **Cybersecurity** with governance and compliance studies
- **Digital innovation** with entrepreneurship and business model evolution

Submissions should demonstrate theoretical sophistication, methodological rigor, and practical relevance. We particularly encourage research that employs mixed-methods approaches, longitudinal studies, and comparative analyses across different organizational contexts and technological implementations.

Conference Experience

The conference will convene distinguished international scholars, industry leaders, and emerging researchers in the dynamic business environment of Paris La Défense, the financial and technological heart of Europe. Attendees will benefit from:

- **Keynote presentations** by leading authorities in management and information technology
- **Structured academic sessions** facilitating in-depth scholarly exchange
- **Doctoral seminar** providing specialized mentorship and research development opportunities for PhD candidates
- **Networking opportunities** fostering collaborative research initiatives
- **Panel discussions** addressing current challenges and future research directions

Tracks

We welcome theoretical, empirical, and methodological contributions addressing, but not limited to:

Connected Worlds: Rethinking International Business in the Digital Era **(Alfredo Valentino & Dora Triki)**

- The impact of digital technologies on internationalization processes and entry modes
- Digital platforms and new forms of global competition and collaboration
- The role of AI and data analytics in global strategy and decision-making
- Technology-driven innovation in emerging markets
- Ethical, regulatory, and sustainability challenges in international digital business
- The role of public policy in promoting exports and internationalization through digital channels

Governance, Technology & Innovation (Céline Barredy & Hounayda Bakhos)

- IT governance frameworks for managing emerging technologies.
- Data governance, digital trust, and ethical implications of data-driven innovation.
- Governance mechanisms for IS projects and digital innovation initiatives.
- Governance as an enabler (or barrier) of IS innovation capability.
- Platform governance and ecosystems
- AI and automation governance

Organizational Technology Integration (Vijay Pereira & Daicy Vaz)

- Human-computer interaction in organizational contexts
- Business process reengineering and automation
- Project management in technology-intensive environments
- Supply chain digitalization and optimization
- Change management and organizational culture in technology adoption
- Knowledge management and collaboration technologies

Accounting and Management Control Systems (Daniela Mancini , Katia Corsi & Francesco Bellini)

- Impact of artificial intelligence on accounting practices and financial reporting
- Blockchain technology in auditing and financial control systems
- Digital transformation of management control processes
- Automated performance measurement and control systems
- Technology-enhanced budgeting and forecasting methodologies
- Real-time financial reporting and dashboard analytics
- Carbon and social accounting in digital context
- Environment management systems and Information Technologies

Sustainability and Technology (Stéphane Trébucq & Katia Lobre Lebraty)

- Green IT and sustainable business practices
- Circular economy models and digital platforms
- Environmental impact of technological innovation
- Corporate sustainability reporting and measurement
- Management control systems for sustainability and digital transformation
- Sustainability governance and integrated reporting through digital technologies

Marketing Communication in the Age of AI

Sub-tracks

a) **Trust and Accountability in AI-Mediated Persuasion (Boris Bartikowski & Chloé Barco)**

- Consumer perceptions of AI-mediated marketing communication
- Human vs. virtual influencers: credibility, persuasion, and brand outcomes
- Conceptualizing parasocial relationships with AI agents
- Algorithmic transparency and disclosure in AI-generated advertising
- Privacy-personalization trade-offs in AI-driven targeting
- Emotion AI and affective targeting: efficacy, ethics, and boundaries
- Generative brand storytelling with AI

b) **Algorithmic Infrastructures and Consumer Agency in Platformized Branding (Bernard Cova, Mehdi El Abed & Amina Djedidi)**

- Evolution of the profiles of marketing practitioners – those individuals who enact marketing practices – provoked by AI
- Changes in the marketing practices – the organized activities that marketing practitioners routinely enact – caused by AI
- How AI-mediated environments reshape consumer co-creation practices and the way marketers orchestrate them.
- How algorithmic visibility regimes shape brand trajectories and create new inequalities that marketers must navigate.
- How frontline marketing and service practices are being augmented through the integration of AI-enabled assistants, smart devices, and service robots.
- How marketing practices and practitioners are becoming more sustainable or not thanks to AI?
- How can marketers limit consumer susceptibility to algorithmic influence and support consumer resistance?
- How can consumer researchers use AI to produce insights that protect consumers?

AI and Education (Nada Mallah Boustani & XU Qing)

- Generative AI and its impact on teaching, learning, and assessment practices
- AI-driven personalization and adaptive learning systems
- Ethical and governance frameworks for AI in educational institutions
- Faculty readiness, digital competencies, and professional development for AI integration
- AI, academic integrity, and the future of assessment and plagiarism detection

- The role of AI in promoting inclusive and equitable education
- AI literacy and student perceptions of AI-assisted learning
- Sustainable and responsible AI adoption in higher education

Human-AI Collaboration, Remote Management and Communication **(Kamran Khan & Husnain Raza)**

- Conversational AI and managerial communication effectiveness
- Effective prompting practices for managerial AI-Agents
- Language barriers and trust in global virtual teams
- Speech and language technologies in digital leadership and remote management
- AI-mediated negotiation, persuasion, and conflict resolution in organizations
- Multimodal communication (text, voice, emotion) in AI-augmented workplaces

Business-Venturing in the era of Artificial Intelligence (Thierry Levi, Mounira El BOUTI & Fateh SACI)

- Artificial Intelligence and new Business models.
- Artificial Intelligence as a tool for developing creativity and innovations.
- Artificial Intelligence and the transformation of profiles, competencies, and career trajectories of entrepreneurs.
- Artificial Intelligence and neurosciences as tools for efficiently accompanying start-ups.
- Artificial Intelligence and the financing decision process.

Artificial Intelligence and Healthcare (Slim Hadoussa & Slim Belaid)

- Organizational Strategy for Digital Transformation and AI Integration in Healthcare institutions.
- Change Management Strategies for AI Adoption by Physicians and Medical Staff.
- Building and Measuring Patient / Physicians and Medical Staff Trust in AI-Augmented Care.
- Medical Stakeholder Engagement Models for AI Policy Development.
- Impacts of AI on Medical Workflow and Organizational Efficiency.
- AI uses in Radiology, Oncology, Neurology, Pharmacology, etc.
- Workforce Planning and Upskilling for Medical AI-Augmented Roles.
- Measuring and Mitigating Physician / Medical Staff Wellbeing v/s Burnout related to Digital Tools & AI.
- Medical Data Governance and Privacy Management (e.g., Federated Learning implementation).
- Ethical Governance Frameworks for AI in Clinical Settings.

Submission Guidelines

Long Abstract Submission Deadline: 28 February 2026

Notification of Acceptance: 15 March 2026

Full Paper Submission Deadline: 15 April 2026

Submissions should follow standard academic formatting conventions and demonstrate clear theoretical contributions, methodological rigor, and practical implications. Detailed submission guidelines :

Structure of a Long Abstract

1. **Title**
 2. **Authors and Affiliations**
 3. **Keywords**
 4. **Introduction / Background**
 5. **Theoretical Framework / Literature Review**
 6. **Methodology**
 7. **Results / Expected Results**
 8. **Discussion and Contributions**
 9. **Limitations and Future Research**
 10. **References**
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For further information and submission procedures, please visit the conference website or contact the organizing committee.

Fast Track

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Special Issues

A selection of the highest-quality papers submitted to subtrack “**Algorithmic Infrastructures and Consumer Agency in Platformized Branding**”, employing qualitative methodologies, will be considered for inclusion in a special issue of *Qualitative Market Research* dedicated to exploring the theme “Marketing Work with AI.”

Management & Avenir