

CALL FOR PAPERS

1st workshop on Digitalization, Organization and Territories

November 19-20, 2026

at EM Strasbourg Business School, University of Strasbourg

«Phygital Consumer Experience»

General presentation

The Digitalization, Organization and Territories (DOT) research cluster is organizing its first international workshop dedicated to the transformations generated by technologies in contemporary organizations, markets, and ecosystems. Recent research highlights that interactions increasingly unfold within hybrid physical-digital ecosystems, where technologies such as artificial intelligence, Internet of Things, extended reality, and data-driven platforms augment physical environments and reshape experiences (Mele et al., 2025).

This phenomenon, often referred to as phygitalization, reflects the dynamic integration of physical and digital spheres within interactions between organizations, individuals, and ecosystems (Batat et al., 2023; 2024). While digital technologies continue to expand rapidly, physical consumer experience remains central to value creation. Yet these environments are now intertwined with digital interfaces, personalized content, and data-driven technologies, giving rise to new experiential configurations that challenge existing theories and managerial practices (Doherty et al., 2026). These hybrid environments introduce new tensions and paradoxes: while personalization, automation, and intelligent interfaces may enhance convenience and experiential value, they can also generate concerns related to privacy, perceived surveillance, loss of control, or psychological reactance (Gamage et al., 2025).

In response to these transformations, the DOT workshop aims to create a multidisciplinary space for dialogue and collaboration among scholars and practitioners interested in the organizational, economic, and societal implications of digitalization. The workshop particularly encourages exchanges between marketing, information systems, finance, economics, and management, while remaining open to related disciplines. This workshop seeks to foster cross-disciplinary perspectives, multi-level analyses (ranging from individual consumers to organizations and ecosystems), and discussions across theoretical approaches and methodologies.

Scientific committee

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