TunAISia

Call for papers TunAISia-Pre-MCIS 2025

Leading with Impact in the Digital Era and Designing with Emergent Technologies: Transforming Organizations and Society

October 1st 2025

Venue: IAE of Nantes, Bâtiment Erdre 3ème étage, Salle 303

Digital technologies are rapidly reshaping the competitive landscape, pushing organizations to rethink how they operate, collaborate, and create value (Mozaffar & Candi, 2024). These technologies unlock new forms of innovation—enabling smarter products (Jin et al., 2025), streamlined operations, and more personalized customer experiences. Artificial Intelligence is at the heart of this transformation, driving faster decision-making, process automation, and the emergence of new business models. In this fast-changing environment, agility has become a vital capability, enabling organizations to quickly adapt to evolving market dynamics (Bisson et al., 2025).

This shift is also transforming the nature of work, with hybrid and remote models redefining team structures and increasing workforce dispersion (Shirish et al., 2023). As digital technologies increasingly augment the workplace, individuals, teams, and organizations must take an active role in leading these changes to ensure they create meaningful impact and contribute to a more sustainable future.

TunAISia-Pre-MCIS 2025 invites scholars to critically examine how digital technologies are designed, implemented, and leveraged to shape organizational practices, influence societal outcomes, and drive meaningful transformation. It focuses on research in design science and behavioral science, welcoming contributions to topics such as:

- *AI-Driven Computational Design*

Contributions are invited on **AI-driven computational design**, with a focus on **algorithmic methods, human-AI interaction, and ethical considerations**. Topics of interest include, but are not limited to: Generative and optimization-based design approaches; Explainability and controllability in AI-aided design systems; Learning from limited or multimodal design data; Fairness, bias, and intellectual property in AI-generated designs; Integration with emerging technologies (e.g., AR/VR, digital twins, quantum AI) …

Both theoretical and applied research papers are encouraged.

- *Leading the change in the digital era*

Digital transformation demands a fundamental change in organizational culture; it demands a cultural shift and new leadership. Organizations must foster a mindset of agility, continuous learning, and cross-functional collaboration to navigate ongoing change. This topic examines how organizations adapt their culture, leadership styles, and change management practices in response to digital opportunities and challenges. Change occurs in different sectors and industries and presents different levels of challenges in public and private sectors.

- *Rethinking Work and Communication in Hybrid Environments*

This topic examines how digital technologies are reshaping work, collaboration, and creativity in hybrid environments. Submissions may address topics such as digital collaboration platforms, team dynamics in virtual settings, and the emerging challenges and opportunities associated with hybrid work arrangements.

- *Learning in the Digital era*

This topic examines how digital technologies are transforming education by enabling more flexible, personalized, and inclusive learning. Serious games and virtual reality foster immersive, active learning, while generative AI supports adaptive content, real-time feedback, and individualized learning paths. Together, these innovations are reshaping teaching practices and expanding access to meaningful learning experiences.

- *Digital Transformation in Tunisia: Opportunities and Challenges*

Embracing digital transformation is no longer optional—it is a critical step in the journey toward long-term resilience, innovation, and competitiveness. However, many organizations find themselves struggling along this path, facing obstacles that prevent them from realizing the full value and impact of their transformation efforts. This topic invites contributions that explore how digital transformation is evolving in Tunisia, with a focus on local innovation ecosystems, public-private partnerships, and strategies for advancing digital inclusion and sustainable impact.

Submissions Information

Research papers should be no longer than 10 pages in total (Maximum 5,000 words), including all content, and must follow the required submission template.

Key deadlines

Opening date for submissions: **01/07/2025**

Submission: https://easychair.org/conferences?conf=tunaisiapremcis2025

Closing date for submissions: **18/08/2025**

Notification of acceptance: 09/09/2025

Final paper submission: 16/09/2025

Contact: tunisiachapter@gmail.com

Chair: Nabila Boukef, Skema Business School, France

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- Najma Saidani, Neoma Business School, France
- Hedi Sakli, University of Gabes, Tunisia
- Yemna Sayeb, RIADI-ENSI, University of Manouba, Tunisia
- Nacim Yanes, RIADI – ISG, University of Gabes, Tunisia

References

Bisson, C., Calof, J., & Boukef, N. (2025). Exploring the relationship between organizational agility, competitive intelligence and foresight as parts of an anticipatory system. *Technological Forecasting and Social Change, 215*, 124112.

Mozaffar, H., & Candi, M. (2024). Extending the process frontier of digital transformation: A flow-oriented perspective. *Information Systems Journal*.

Shirish, A., Srivastava, S. C., & Boughzala, I. (2023). Contextualizing team adaptation for fostering creative outcomes in multicultural Virtual teams: a mixed methods approach. *Journal of the Association for Information Systems, 24*(3), 700-744.

Jin, Jian, Yang ,Mingyue, Hu ,Huicong, Guo ,Xin, Luo ,Jianxi, et Ying and Liu. (2025). Empowering design innovation using AI-generated content ». *Journal of Engineering Design* 36 (1): 1-18. https://doi.org/10.1080/09544828.2024.2401751.