Conf-IRM 2025

Conference Theme: **Embracing an Intelligent Future, Hosted by the Boğaziçi University, Istanbul, Turkiye, 23-25 June 2025**

Track Title: IS and AI Adoption and Digital Transformation

The concept of Digital Transformation encompasses a wide range of organizational changes, from planned restructuring of business processes to the adoption of novel business models enabled by technology. As digital transformation continues to reshape the competitive landscape, organizations need to develop capabilities allowing them to recognize opportunities of established and emerging technologies and successfully adopt and integrate such Information Systems (IS) and Artificial Intelligence (AI). This track emphasizes an integrative and holistic approaches for analyzing and reasoning about the processes, technologies, impacts, and challenges related to IS and AI adoption and digital transformation as well as AI transformation.

We invite scholarly contributions that explore the interplay between IS and AI adoption, digital transformation, and organizational change across diverse technological landscapes. Our goal is to encourage a comprehensive understanding of the role IS and AI plays in enabling digital transformation across industries, sectors, and markets. We welcome both theoretical and practical, application-oriented contributions related to IS and AI adoption and digital transformation in the private and public sectors.

Possible topics

Topics of interest include, but are not limited to:

1. Strategies and frameworks for successful IS and AI adoption in digital transformation initiatives.
2. The role of AI in digital transformation
3. Approaches for identifying potentials and challenges of IS and AI adoption in the private and public sector.
4. Performance measurement and management of digital transformation.
5. Sustaining and disruptive innovations enabled by digital technologies.
6. The socio-economic impact of IS-enabled digital transformation in various sectors, such as education and healthcare.
7. Case studies of IS and AI adoption driving digital transformation in key socio-economic areas.
8. The role of IS and AI in public sector digital transformation and government innovation.
9. Barriers to IS and AI adoption and strategies for overcoming them in digital transformation projects.
10. The role of emerging technologies (e.g., AI, IoT, Blockchain) in IS adoption and digital transformation.
11. AI transformation strategies

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