28th AIM Conference
29 - 31 May 2023
Dijon (France)

THE SI'S FACING PARADIGM SHIFTS: DECARBONISATION, REHUMANISATION AND THE SEARCH FOR MEANING

If Corporate Social Responsibility (CSR) is a fertile theme that has infused management sciences over the last two decades, the societal and organisational issues that arise from it have never been so prevalent. CSR is defined by the European Commission as "the voluntary integration by enterprises of social and environmental concerns into their business operations and their interaction with their stakeholders". CSR issues are central to management science, particularly in the field of information systems management (e.g. Raisinghani and Idemudia, 2019; Shareef et al., 2021; Trid et al., 2019; Weng, 2022).

Although this is a particularly prolific research theme, questions remain regarding the responsibility of all actors acting in the entrepreneurial environment in the broad sense, and in the field of information systems in particular (e.g. Asadi et al., 2021; Butler and Hackney, 2021). In this respect, Trid et al (2019) highlight a strong link between environmental objectives, skills and organisational culture with regard to environmental issues, and in particular in the relationship between corporate governance and employees. While its application has been reflected in the regulatory (PACTE law) and normative (ISO 26000) frameworks, CSR can also be analysed in terms of simulacra (Baudrillard and Evans, 1991), by mimicking supposedly responsible organisations, in particular by adopting strategies, or even artefacts (of which information systems are an emblematic emanation to say the least).

Moreover, its mandatory nature, due to the combined effect of isomorphism and standardisation of practices, raises the question of the evolution of organisational governance in post-CSR organisations. In particular, the evolution of value creation and control systems raises questions (Fallery, 2016). IS, as the pillar of these control mechanisms, are profoundly affected. The continuous improvement process for increasingly responsible information systems is already underway, with the aim of reducing ecological and/or social or even economic footprints. However, certain documents, such as the sixth

IPCC report published in April 2022 , suggest that this approach is not going fast enough. Research on the 'post-CSR' also contributes to a reflective and critical approach to the CSR mechanisms put in place in organisations. CSR is a source of innovation but has limits to be explored, involving the organisation, but also all its stakeholders (e.g. suppliers, employees, customers, users), while contributing to the creation of common social capital (Kwon and Adler, 2014). Trischler et al (2020) show in this respect the importance of adopting a transversal approach to CSR within organisations, in order to develop real ecosystems, or even arenas of collective choice (Ostrom, 2010), driven by their social capital. The positioning of this conference will thus be anchored in this desire for transversality.

The AIM 2023 conference will be an opportunity to question the roles and challenges of information systems in the face of the social and environmental concerns of many actors acting along the value chain. Prospects for more sustainable and humane organisations (Biot-Paquerot et al., 2021) can be envisaged by discussing the conditions of ICT use, implementation and IS policy at the macro scale but also their effects at the meso and micro scale. Considering that digital activities account for 4% of global CO_2 emissions, a greener and more sustainable digital transition raises many challenges.

In order to contribute to the reflection on the role of IS on decarbonisation, rehumanisation and the search for meaning, we are looking for contributions that could address the following topics (non-exhaustive list):

- **Sustainable digital transformation & decarbonation**
    - Green IT & Green IS
    - Environmental culture & international context (e.g. developed countries, emerging countries)
    - Digital sobriety

- **Digital pollution**
    - Strategic issues of digital pollution for companies, users' reaction and resistance to digital pollution, adoption of more sustainable behaviors, etc.
    - Cloud management and carbon footprint (FinOps)
    - E-waste management
    - Digital pollution reduction, stakeholder involvement

- **Data management, cloud & sustainability**
    - Corporate responsibility for transaction data retention (employee, user, etc.) with a convergence of interests towards GDPR
    - Fintech, data management and corporate responsibility

- **Corporate responsibility towards stakeholders**
    - Labeling of CSR commitments: choices, issues and impacts
    - Social responsibility actions and discourse

- **Actors and rehumanization of organizations**
  - Consumer protection through responsible information systems
  - Well-being at work and the notion of employer responsibility
  - Taking into account psychosocial risks and new forms of technostress
  - Towards the rise of a digital "Flygskam
  - Resistance of company personnel to CSR policies in information systems

- **Hybrid forms of responsible companies & company offers**
  - Forms of responsibility and type of organizations (traditional vs. social enterprises)
  - Value creation, extensions of value logics
  - Digital responsibility
  - Development of nudges
  - Paradoxes between companies' environmental offers and real environmental costs

- **Communities**
  - User communities & responsible approach
  - Shadow SI, innovation communities
  - Community awareness, community & responsible activism

THEMES, TRACKS & GTAIM

Authors are invited to submit their work within the general theme of the AIM 2023 conference, the specific thematic tracks and the multi-year themes led by the AIM Thematic Groups (GTAIM). More information to come on the AIM website (https://aim.asso.fr) and the conference website (https://aim2023.sciencesconf.org/).

✔ General topics (Leaders: Johanna Habib, Clémence Chéruy)

✔ Organisational transformations (Responsible: Frantz Rowe, Etienne Thenoz)

✔ Work and Digital (Responsible: Aurélie Girard, Pierre Loup)

✔ Digital innovation and disruption (Responsible: Thomas Houy, François Acquatella)

✔ Pedagogy in information systems (Responsible: Mickael David, Gwenaelle Lairet)

✔ The impact of artificial intelligence on business and society (Leaders: Antoine Harfouche, Samuel Fosso Wamba)

✔ GTAIM - Digital transformation and health IT issues (Responsible: Bénédicte Geffroy, Valérie Fernandez)

✔ GTAIM - Information security and information systems (Responsible: Yves Barlette, Jean François Berthevas, Laura Schaffner).

✔ GTAIM - Use and appropriation of digital tools (Responsible: Mawadia, Anass, Florence Laval)

✔ GTAIM - Industry of the future (Responsible: Samuel Fosso-Wamba, Vincent Dutot, Rostand Affogbolo)

✔ GTAIM - Digitalisation of the supply chain (Responsible: Laurence Saglietto, Jennifer Lazzeri)

✔ GTAIM - Criticism, regulation and ethics of the digital transformation of organisations and societies (Responsible: Etienne Thenoz, Nathalie Mitev, Sylvie Michel, Mickaël Peiro)

✔ GTAIM - New IS issues in finance (Leaders: Nathalie Oriol, Iryna Veryzhenko)

✔ Doctoral Consortium (Responsible: Mickael David, Lise Arena)

✔ TRACK 2023: Inclusion & digital (Responsible: Jean-Philippe Nau, Renaud Garcia-Bardidia)

✔ TRACK 2023: Responsible consumption, digital marketing & IS (Responsible: Nathalie Guichard, Leïla Loussaïef)

✔ TRACK 2023: Mobility, digital and decarbonation (Leader: Sophie Agulhon)

KEY DATES

23 January 2023	Deadline for submission of papers
3 April 2023	Notification to authors
2 May 2023	Final versions of papers sent
29-31 May 2023	AIM Conference

FORMATS OF SUBMISSIONS

Several types of submissions are accepted:
- Finalized empirical paper: 15 to 20 pages
- Conceptual / theoretical / literature review article: 15 to 20 pages
- Work-in-Progress: 5 to 10 pages
- Pedagogical case study: 20 pages (10 for the case and 10 for the pedagogical note)

The maximum number of pages indicated above includes the cover page and the bibliographical references. Any annexes are not counted in the number of pages. The submission of a paper is to be made exclusively via **aim2023.sciencesconf.org**, respecting the standards indicated in the submission model: **Modèle_de_soumission_AIM2023.docx**.

LOCATION OF THE CONFERENCE

The conference will take place in Dijon (France), in the premises of BSB - Burgundy School Of Business, 29 rue Sambin in Dijon.

SCIENTIFIC COMMITTEE

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