Translating Knowledge into Innovation Dynamics

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CALL FOR ABSTRACTS – IFKAD 2024

Special Track n.: 27

Research Area: Business Model Innovation and Digital Transformation

The Economic Value of User Experience and the Impact on Business Model Innovation

Organizers

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Description

The Track wants to deepen the ROI in digital systems, particularly in the User Experience, to support an innovative and user-centric business management model. The relational system of the value creation process can be seen as a network of stakeholders and users whose actions are closely related and interdependent. Stakeholder mapping is functional in the cost-benefit calculation process in the digital business model. In this regard, return on investment (ROI) is an economic analysis derived from the cost-benefit analysis that considers various types of impact when evaluating an organisation's activities. Cost reduction through process optimisation means developing products correctly: rationalisation increases productivity. High-quality products gain competitive advantages by differentiating themselves from the cross-section of the market by increasing turnover and strengthening the brand.
ROI-in-UX measurements include measurements beyond accounting.

Keywords

User Experience, Customer Experience, Business model innovation, ROI in UX, High-impact strategies

Special Track details published on IFKAD website ››

Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable MS-Word format) of **min 500 and max 1000 words** by **15 JANUARY 2024**, using the submission procedure available on the website. The abstract should address theoretical

background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: www.ifkad.org

Important dates

15 January 2024	*Extended Abstract submission deadline*
10 February 2024	*Acceptance notification to authors*
30 March 2024	*Early-Bird registration cut off*
10 April 2024	*Full paper submission deadline*
20 May 2024	*Registration deadline*
12-14 June 2024	*Conference sessions*

For further information

For any information related to the event, please see the event website at www.ifkad.org or contact the conference manager at info@ifkad.org