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## Conférence "DATA, DIGITAL BUSINESS MODELS, CLOUD COMPUTING AND ORGANIZATIONAL DESIGN", 24-25 Novembre 2014 à Sceaux (Univ. U-PSud)

Conférence internationale

**DATA, DIGITAL BUSINESS MODELS, CLOUD COMPUTING AND ORGANIZATIONAL DESIGN**

**24-25 Novembre 2014** près de Paris, à **Université Paris–Sud, Faculté Jean-Monnet, Sceaux**

### Programme de la conférence

<http://www.jm.u-psud.fr/conference>

### Inscription

<http://www.jm.u-psud.fr/formulaire>

La participation à cette conférence est gratuite.

Cette conférence est organisée dans le contexte du projet ANR CBOD–Cloud-Based Organisational Design, et du projet PEPS (Projet Exploratoire Premier Soutien - Idex Paris-Saclay, CNRS) BizModel4Cloud.

## PROGRAMME

### Day 1- Digital business models & data abundance

Day 1 of the workshop will cover the new business models in the context the digital economy at large from the different angles such as: what are the different models (i.e. how they are defined and what are the different categories) and how do they function, how to design and implement them in organizations (strategy, design, implementation and change), and what are the different opportunities and challenges to consider.

- **Digital Business models in networked abundance,**
  - Omar El Sawy, University of South California
- **Value creation in accelucted spaces,**
  - Ahmed Bounfour, University Paris- Sud
- **Visual Business Modeling Techniques for the Software Industry,**
  - Sjaak Brinkkemper, Utrecht University
- **Digital platforms in China – an overview,**
  - Xunhua Guo, Tsinghua University

- **Modeling a business ecosystem: A network analysis approach,**
  - Cinzia Battistella, University of Bolzano
- **Cloud computing as disruptive innovation system,**
  - Nabil Sultan, Suffolk Business School
- **Business models in traditional versus pure digital industries,**
  - Marie-Hélène Delmond, HEC Paris
- **Le SI et ses utilisateurs...Perspectives sur la stratégie IT des organisations à l'heure du Cloud computing,**
  - Emmanuel Bertin, Sébastien Tran Orange Labs EM Normandie

## **Day 2 – Cloud computing, decision making and organizational design**

Day 2 of the workshop will focus more specifically on Cloud Computing, from a business and management point of view, but also taking into account underlying technical issues. It will try to conceptualize cloud computing, and understand its different dimensions (e.g. business, organizational, legal, security) and its implications for organisations, individuals, and society.

- **Digital business strategy & value creation,**
    - Margherita Pagani, EM Lyon
  - **The research agenda on Cloud computing: Presentation of CBOD project**
    - Ahmed Bounfour, Valérie Fernandez, Emmanuel Waller University Paris Sud , Telecom ParisTech, INRIA
  - **Cloud Computing Business Framework**
    - Victor Chang, University of Southampton, Uk
  - **Cloud Computing modelling and adoption**
    - Maurizio Naldi, Università di Roma Tor Vergata
  - **The Rise of RaaS: The Resource-as-a-Service Cloud**
    - Assaf Schuster, Technion
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- **Predicting cost amortization for query services**
    - Verena Kantere, University of Geneva
  - **Cloud computing and privacy**
    - Serge Pajak, University Paris-Sud
  - **Factors Affecting The Adoption Of Cloud Computing**
    - Lorraine Morgan, Lero, National University of Ireland Galway
  - **Determinants of the adoption of Cloud computing by Tunisian firms, an exploratory study**
    - Adel Ben Youssef, Walid Hadhri, Téja Maherzi, Université de Sopia Antipolis, ISG Tunis,
  - **From Grid to Cloud : Economics of Cloud computing**
    - Thierry Reyna, Novancia, Faculty of Law, Economics and Management
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- **Data Pricing and Data License Agreements**
    - Magdalena Balazinska, U. Washington

## **Industrial panel**

DGA, STIME , Groupement des Mousquetaires, Lagardère, La Poste, ...

## **CONFERENCE CHAIRS :**

- Ahmed Bounfour, Professor, University Paris Sud– RITM
- Valerie Fernandez, Professor, Telecom ParisTech
- Ioana Manolescu, Research Director, INRIA
- Emmanuel Waller, Associate Professor, LRI, University Paris-Sud

## **LOGISTICS AND CONTACTS**

- Scientific queries : Pr. Ahmed Bounfour : [ahmed.bounfour@u-psud.fr](mailto:ahmed.bounfour@u-psud.fr)
- Logistics : Marielle Rosine : [Marielle.rosine@u-psud.fr](mailto:Marielle.rosine@u-psud.fr)