

Digital Transformation

Niveau d'étude
Bac +5

Composante
**Institut d'Administration
des Entreprises (IAE)**

Période de l'année
Semestre 9

En bref

- # **Langue(s) d'enseignement:** Anglais
- # **Ouvert aux étudiants en échange:** Oui
- # **Référentiel ERASMUS:** Gestion et administration

Présentation

Description

This course is an introduction to Digital Transformation (DT) and Digital Marketing (DM). Students will be introduced to foundational concepts underlying the DT and DM principles, strategies, and tactics, as well as the relation between the two main topics of the course.

We will review some basic notions related to digital technologies, such as elementary concepts of Social Network Analysis, mobility, data, hypertext and virality. We will then study Digital Transformation: why and how to engage in such a process, trends and practices, factors of success and failure. Building on this knowledge, we then focus, in the last course, on Digital Marketing and its different forms, as well as on its operational aspects, covering marketing strategies and tactics, content structuring and creation, consumer centric approaches, and satisfaction measurement.

Objectifs

After this course, students should be capable of...

- Understanding and reformulating the essentials of Digital Transformation and Digital Marketing and the relation between them;
- Recognizing the different concepts covered in class through case studies or in real life situations;

- Doing research to deepen their understanding of the subject, aiming to strengthen their capacity to propose creative and proactive alternatives.

Heures d'enseignement

CM CM 15h

Pré-requis obligatoires

Bachelor Level in Management (L3 Gestion) and Information Systems and Communication (L3 SIC)

Programme détaillé

Session 1 à General Knowledge: Introduction and Foundational Concepts

- Internet and Web Technologies
- Digital Hospitality: Staying Human in Technology-mediated Environments
- Basic Principles of Digital Environments & their Implications on (Transformational) Management Strategies
- A brief Introduction to Data
- Foundations of Social Network Analysis and its Significance for both Digital Transformation and Digital Marketing Strategies and Processes

Session 2 à Digital Transformation

- Introduction: history matters!
- Phases and iteration: analysis & exploration for future directions
- Organizational cultures
- The Technical Core of DT: MIS and Portability, Digitization, Automation
- The limits and opportunities of best practices
- Project Management & Deliverables

Session 3 à Digital Marketing

- A brief Introduction to Service Dominant Logic
- Technology and Digital Marketing
- Phases, Actions, and Hesitations: Human Consumers in a Technological Setting à Relevant Concepts and Consumer Culture Theories during the Customer Journey
- Customer Loyalty, Recommendations, and Different Online Review Models
- Segmentation, Targeting, and Positioning & Customer Journey
- Some other Marketing Models: Influencer Marketing, Inbound Marketing

Compétences visées

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- Recognizing the different concepts covered in class through case studies or in real life situations;
- Doing research to deepen their understanding of the subject, aiming to strengthen their capacity to propose creative and proactive alternatives.

Bibliographie

Abbu, Haroon, Paul Mugge, Gerhard Gudergan, Gerrit Hoeborn, et Alexander Kwiatkowski. « Measuring the Human Dimensions of Digital Leadership for Successful Digital Transformation: Digital leaders can use the authors' Digital Leadership Scale to assess their own readiness and ability to accelerate digital transformation ». *Research Technology Management* 65, n° 3 (5 juin 2022): 39#49. # <https://doi.org/10.1080/08956308.2022.2048588>.

Baslyman, Malak. « Digital Transformation From the Industry Perspective: Definitions, Goals, Conceptual Model, and Processes ». *IEEE Access* 10 (2022): 42961#70. # <https://doi.org/10.1109/ACCESS.2022.3166937>.

Gong, Cheng, et Vincent Ribiere. « Developing a Unified Definition of Digital Transformation ». *Technovation* 102 (avril 2021): 102217. # <https://doi.org/10.1016/j.technovation.2020.102217>.

Hofmann, Erik, et Florin Osterwalder. « Third-Party Logistics Providers in the Digital Age: Towards a New Competitive Arena? ». *Logistics* 1, n° 2 (décembre 2017): 9. # <https://doi.org/10.3390/logistics1020009>.

Mergel, Ines, Noella Edelmann, et Nathalie Haug. « Defining Digital Transformation: Results from Expert Interviews ». *Government Information Quarterly* 36, n° 4 (october 2019): 16. # <https://doi.org/10.1016/j.giq.2019.06.002>.

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Troise, Ciro, Cyrine Ben-Hafaïedh, Mario Tani, et Sergey A. Yablonsky. « Guest editorial: New technologies and entrepreneurship: exploring entrepreneurial behavior in the digital transformation era ». *International Journal of Entrepreneurial Behavior & Research* 28, n° 5 (1 janvier 2022): 1129#37. # <https://doi.org/10.1108/IJEBR-08-2022-999>.

Vargo, Stephen L., et Robert F. Lusch. « Service-Dominant Logic 2025 ». *International Journal of Research in Marketing* 34, n° 1 (1 mars 2017): 46#67. # <https://doi.org/10.1016/j.ijresmar.2016.11.001>.

Infos pratiques

Lieu(x)

Poitiers-Centre Ville