

ICDEc 2020 | Technical Guide for Participation

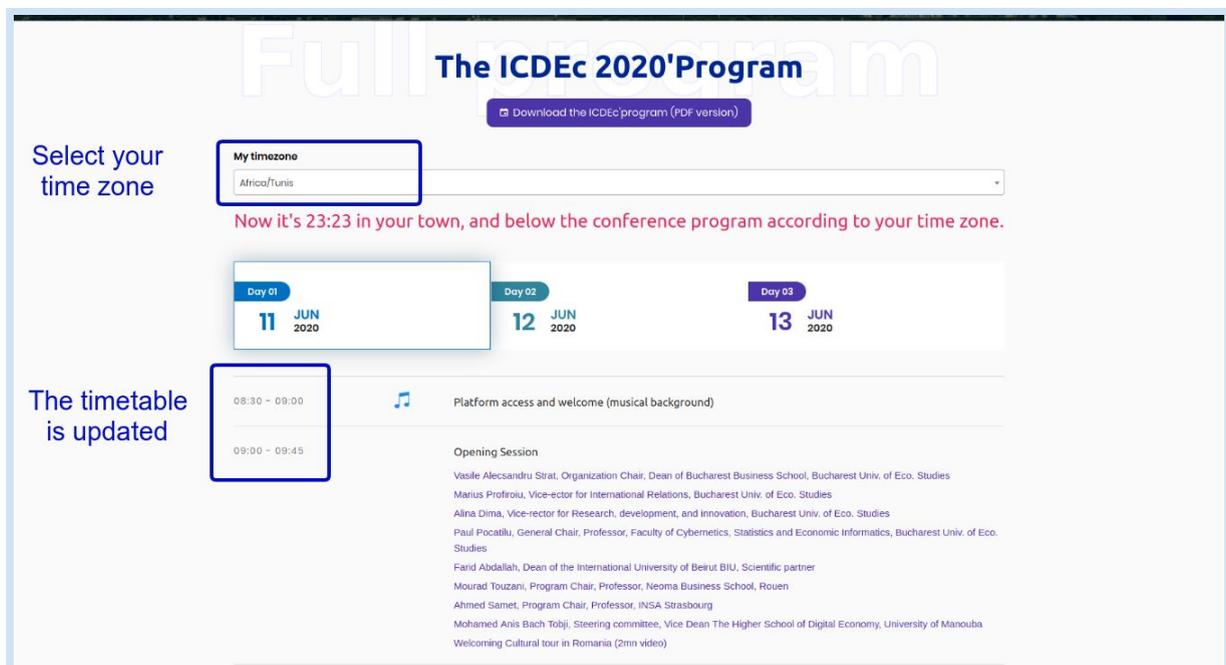
Initially planned to be held in Bucharest (Romania), the 5th edition of the International Conference on Digital Economy will finally happen in a fully virtual mode, because of the COVID-19 outbreak.

The conference team decided to organize the event in a **synchronous mode**. Thus, all the sessions presented in [the program](#) will occur live through a videoconference application: Google Meet. However, as the sessions are too short (because of the time zones' participants), and because participants couldn't interact easily as in a physical conference, an **asynchronous solution** will complete the live sessions. Thus, each Keynote speech and each presented article has a web page in the conference website that includes the title, the authors' names, the article PDF, the video presentation and a discussion forum where participants can interact with the article authors.

I- The Synchronous Mode: Sessions on Live

The conference will be held in Google Meet. That's why the ICDEc team required the Google emails of our participants. Participants that didn't send their GMAILs will not be able to connect to the conference. Please, send your GMAIL to our IT chair, Mr. Nassim Bahri ASAP (bahri.nassim@gmail.com)

As participants are from the entire world, please take care for the time. Thus, 2-3 days before the event, display [the program](#), select your time zone and note carefully the starting time of the conference according to your time zone

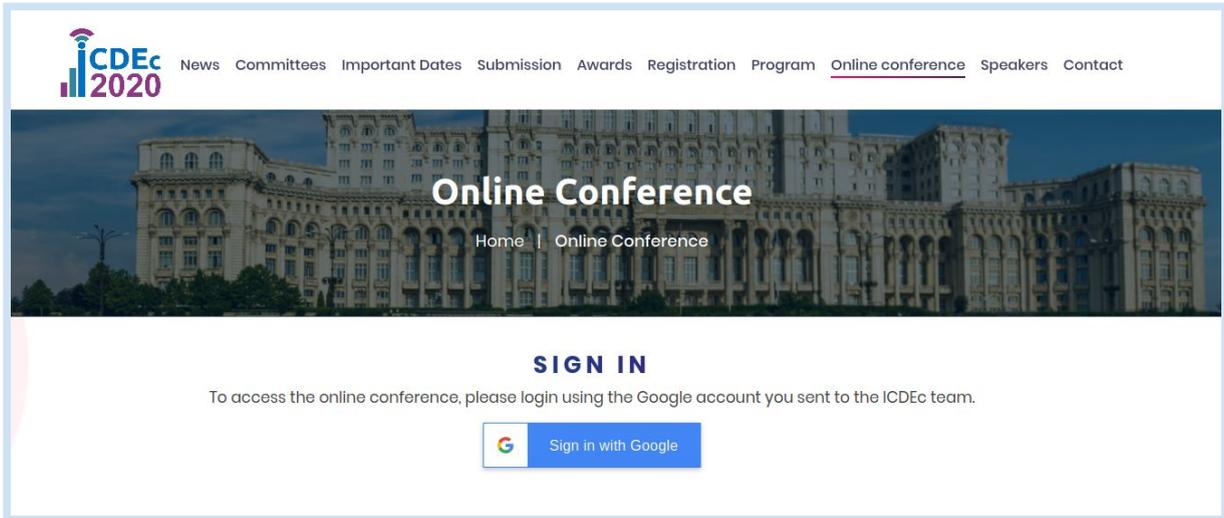


The screenshot displays the 'Full ICDEc 2020 Program' website. At the top, there is a 'Download the ICDEc program (PDF version)' button. Below this, a 'Select your time zone' section features a dropdown menu currently set to 'Africa/Tunis'. A red notification states: 'Now it's 23:23 in your town, and below the conference program according to your time zone.' The main content area is divided into three columns for 'Day 01' (11 JUN 2020), 'Day 02' (12 JUN 2020), and 'Day 03' (13 JUN 2020). On the left side, a box indicates 'The timetable is updated' with a list of times: 08:30 - 09:00 and 09:00 - 09:45. The main content area shows a musical note icon followed by the text 'Platform access and welcome (musical background)'. Below this is an 'Opening Session' section listing several participants and their affiliations, including Vasile Alecsandru Strat, Marius Profiroiu, Alina Dima, Paul Pocatilu, Faïd Abdallah, Mourad Touzani, Ahmed Samet, and Mohamed Anis Bach Tobji. A note at the bottom mentions a 'Welcoming Cultural tour in Romania (2min video)'.

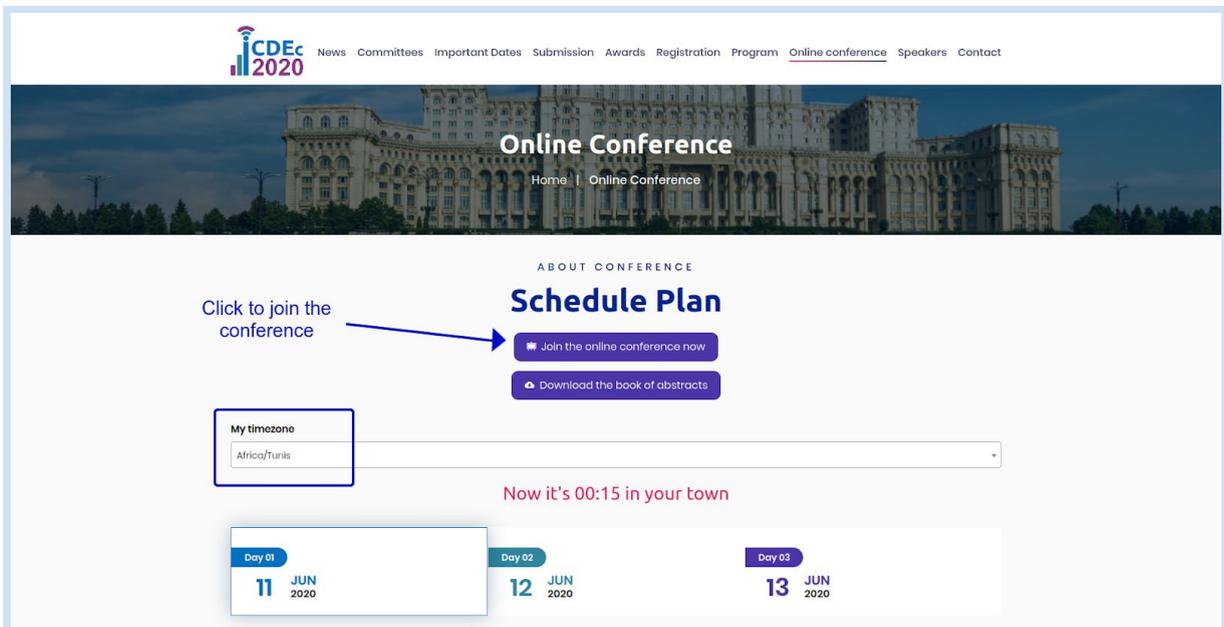
1- Access to <https://www.aten.tn/ICDEc2020/> then click on the menu "Online Conference"



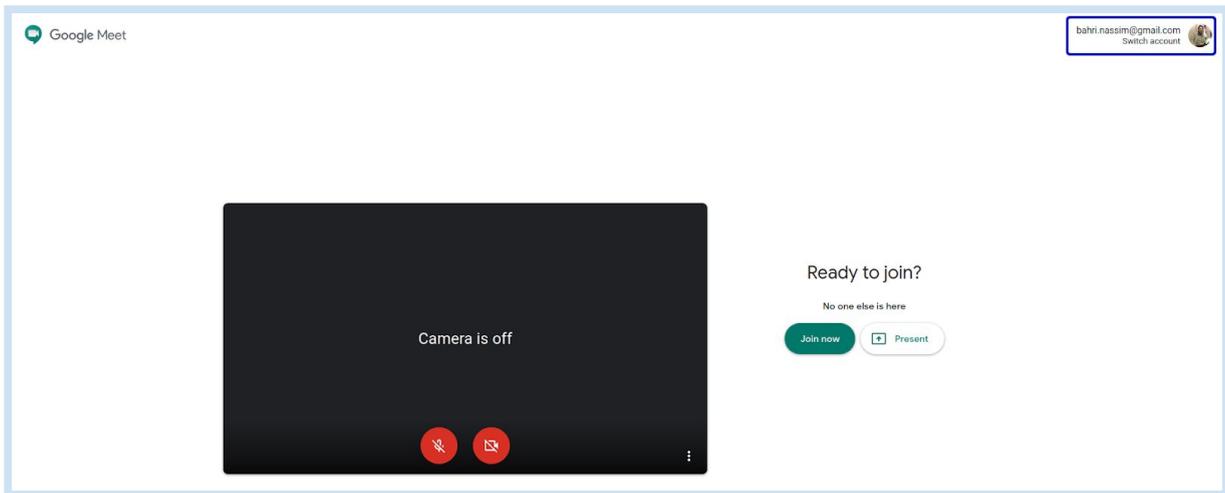
2- Connect using the GMAIL address sent to the ICDEc team



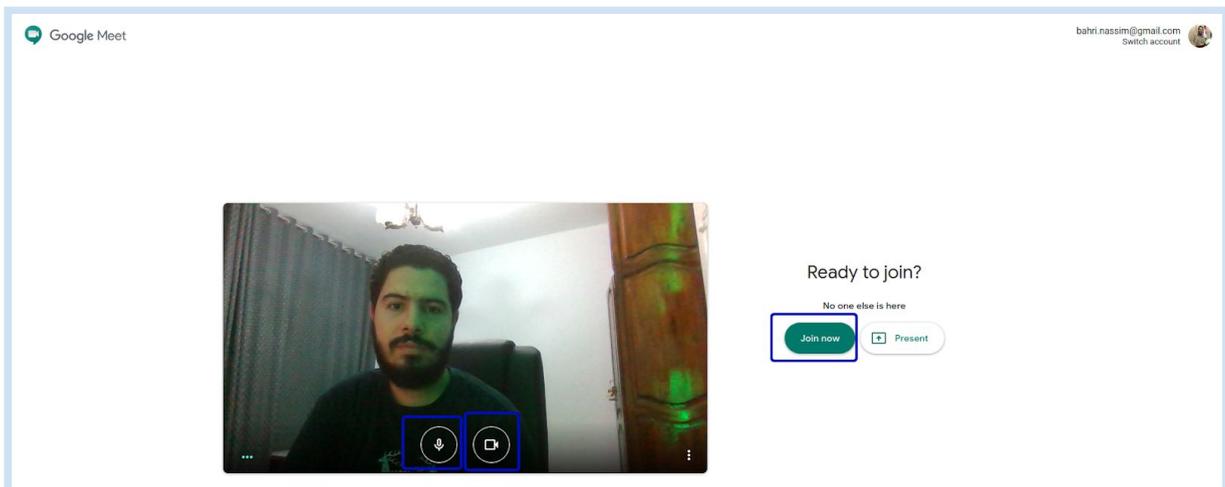
3- Select your time zone to display the program according to yours, and join the conference



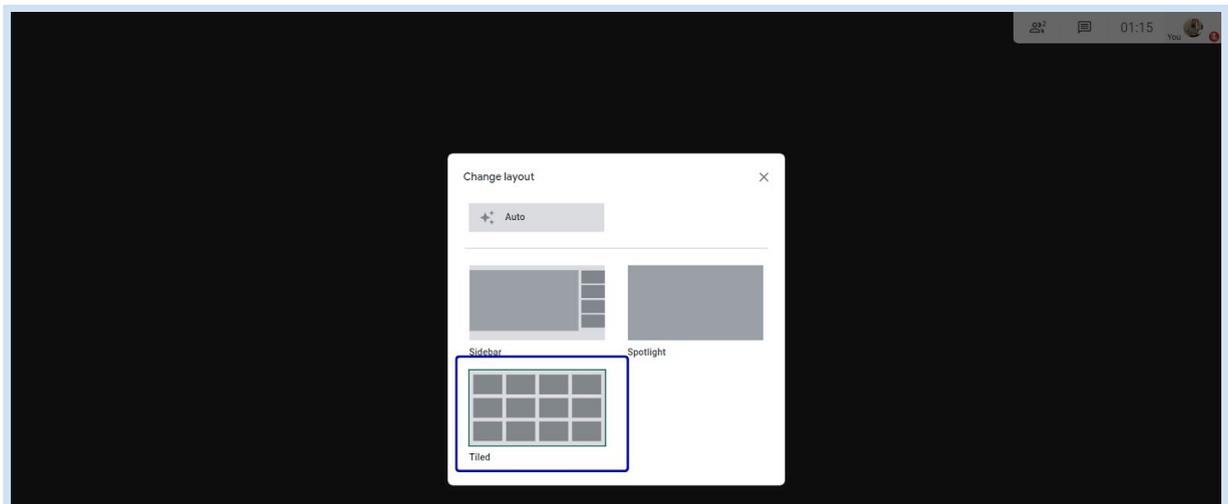
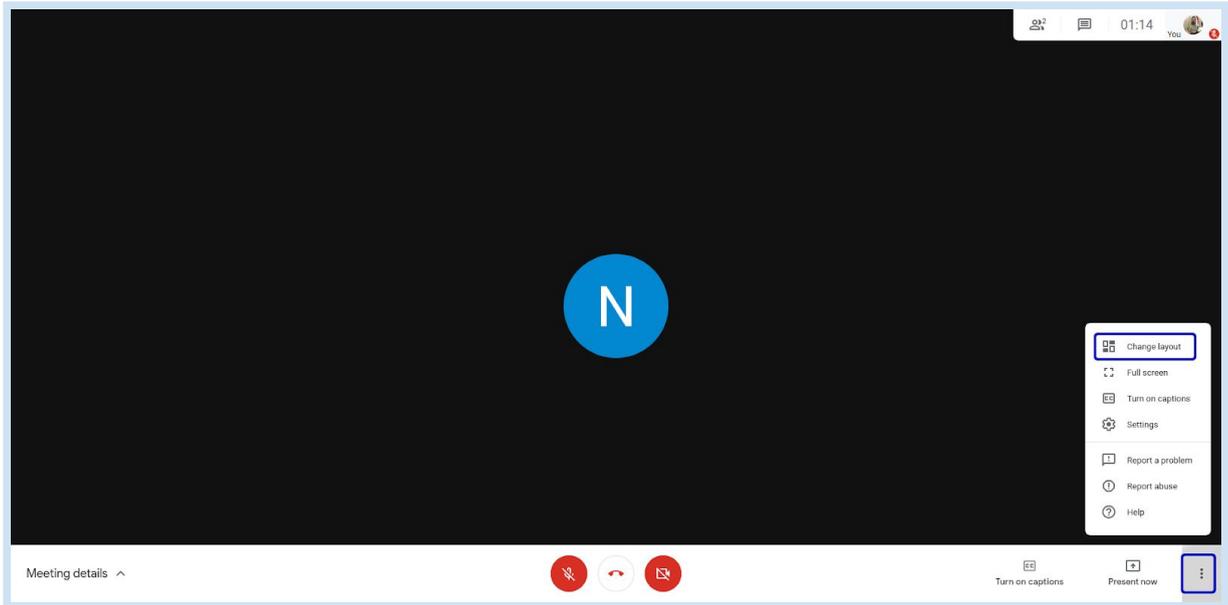
4- Make sure you are connected to Google Meet with the GMAIL address you provided to ICDEc



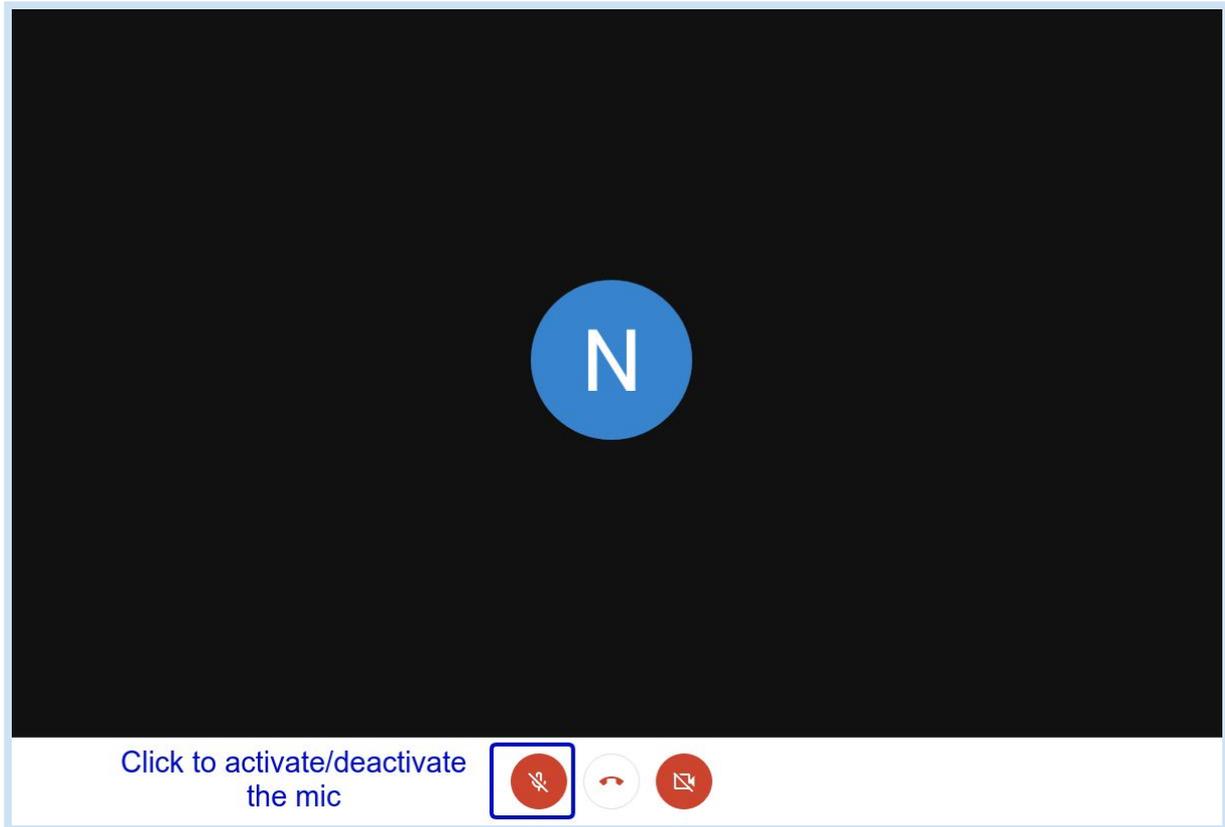
5- For a user-friendly conference, please let the camera ON and the mic OFF, then click on the join button.



6- Click the "More icon" (three dots) in the bottom right corner of the screen and then click "Change Layout", and then "Tiled". This layout allows you to see all participants in a grid.



7- Keep the mic OFF while the presentation of an author or a keynote speaker. In the discussion time, you can enable your mic and interact with the speaker.



II- The Asynchronous Mode: Availability of resources and deferred interactions

The “online conference” web page has the same structure of the program. Therefore, it includes the conference sessions, but with links to the details of each paper/keynote speech. Contrary to the program page, in this interface the participant can expand each resource for which a web page is dedicated. For articles, the participant can consult the title, the authors’ names, the abstract, the article PDF, the video and the slides of the presentation, as well as a discussion forum where interaction is possible. A similar web page for each keynote speech is available.

Corporate culture: impact on companies' readiness for digital transformation

Olga Stoianova, Tatiana Lezina and Victoria Ivanova (Russia)

Abstract:

All the models related to the assessment of companies' readiness for transformation contain the domain that specifies the level of the corporate culture. Nevertheless, there is currently no consensus on the characteristics of an 'ideal' corporate culture. Moreover, it is crucial for companies planning digital transformation to understand the minimum requirements for a corporate culture that ensure the success of planned changes. The study presents the system of uni-versal characteristics of a company's corporate culture necessary for the implementation of successful digital transformation projects. The combined use of case study and survey methods allow identifying characteristics specific to Russian companies. The distinguished characteristics are summarized as a system of criteria of companies' readiness for digital transformation. Among them are such criteria as Employee Development, Building employee loyalty to the company, Talent attraction, The existence of a knowledge-sharing system within the company, Motivation, Cross-functional collaboration, System approach to corporate culture development. Along with the metrics for characteristics evaluation, the study proposes to use evidence.

[Read less](#)

[Download the paper](#)

The screenshot shows a presentation slide with a pie chart titled "Distribution of companies by industry". The chart is divided into seven segments representing different industries and their percentages: services (33%), goods production (20%), industrial production (19%), trade (8%), raw materials sector (8%), construction (6%), and ICT (6%). A play button is overlaid on the chart. To the right of the chart are three small video thumbnails. Below the chart is a video player interface with a red progress bar, a play button, and a "1 of 24" indicator. The slide content includes the title "Corporate culture: impact on companies' readiness for digital transformation" and the authors' names: Olga Stoianova, Tatiana Lezina, Victoria Ivanova, Saint Petersburg State University. The URL "spbu.ru" is visible at the bottom.

POST A NEW COMMENT/REPLY

Your message

File Edit View Format

↶ ↷ Paragraph **B** *I* ☰ ☷ ☹ ☺ ☰ ☷ ☹ ☺

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Cancel Send

In the coffee breaks, online participants can interact like in a physical conference. To this aim, a web page including the online participants is available (clickable through the coffee break line in the program). The page includes the names and the GMAIL addresses of the online participants, with a Google hangout button. This latter allows to contact individually a participant. You'll just need to copy/paste its GMAIL address in the hangout interface.

10:25 - 10:40



Break ([Display the list of participants](#))

LIST OF PARTICIPANTS

 <p>Mohamed Anis Bach Tobji anis.bach@esen.tn</p>	Contact on hangout
 <p>Nassim BAHRI bahri.nassim@gmail.com</p>	Contact on hangout
 <p>Nassim BAHRI nassim.bahri-v@esen.tn</p>	Contact on hangout
 <p>Rim Jallouli rimjallouli@esen.tn</p>	Contact on hangout
 <p>Samet Ahmed essamet.ahmed@gmail.com</p>	Contact on hangout
 <p>zeineb ayachi zeineb.ayachi@esen.tn</p>	Contact on hangout

Click to invite this participant to Google hangout



Vous êtes le seul participant

[INVITER DES UTILISATEURS](#)

Enter the participant's email

Inviter des contacts

Envoi d'une invitation depuis nassim.bahri-v@esen.tn

[COPIER LE LIEN DE PARTAGE](#) [INVITER](#)

