

**1<sup>st</sup> WORKSHOP  
ON  
GOVERNANCE AND MANAGEMENT OF DIGITALIZATION,  
ARTIFICIAL INTELLIGENCE, ANALYTICS, CYBER SECURITY AND IT**

BRUSSELS, BELGIUM, NOVEMBRE 7, 2018

**Chairpersons**

Laura GEORG – EM Strasbourg, France  
Michael HILB - University of Fribourg, Switzerland

**PROGRAMME**



08:30 – 09:00	Registration
09:00 – 09:30	Introduction & presentation of the programme and participants
09:30 – 10:00	DIGITALIZATION IMPACTS ON CORPORATE GOVERNANCE <i>GROVE, HUGH   DENVER UNIVERSITY   LAURA GEORG AND MAC CLOUSE</i>
10:00 – 10:30	DIGITAL SERVICE MANAGEMENT   <i>RITTENHOFER, IRIS   AARHUS UNIVERSITY</i>
10:30 – 10:45	Coffee Break
10:45 – 11:00	BUSINESS PROCESS MANAGEMENT FOR SERVICE ORGANIZATIONS IN THE DIGITAL AGE: SHIFTING FROM EXCHANGE-VALUE TO USE-VALUE <i>HENK, ANASTASIYA   NORD UNIVERSITY BUSINESS SCHOOL</i>
11:00 - 11:30	STRATEGIC MANAGEMENT AND WEB INTELLIGENCE: OVERCOMING THE TRADITIONAL DISTINCTION BETWEEN TECHNOLOGY-PUSH AND DEMAND-PULL PERSPECTIVES IN FIRM INNOVATION PROCESSES <i>CAPURRO, ROSITA   PARTHENOPE UNIVERSITY OF NAPLES   STEFANO GARZELLA AND RAFFAELE FIORENTINO</i>
11:30 – 12:00	REFLECTION ON IT SERVICE CATALOGUE EFFORTS AND IT SERVICE MODELLING <i>SCHORR, FRANZISKA   TECHNICAL UNIVERSITY OF DENMARK</i>
12:00 – 13:30	Lunch
13:30 – 14:00	THE ROLE OF ARTIFICIAL INTELLIGENCE IN CORPORATE GOVERNANCE – AN INTEGRATED PERSPECTIVE <i>HILB, MICHAEL   UNIVERSITY OF FRIBOURG</i>
14:00 – 14:30	PREDICTING STOCK PERFORMANCE USING 10-K FILINGS: A NATURAL LANGUAGE PROCESSING APPROACH EMPLOYING CONVOLUTIONAL NEURAL NETWORKS <i>JØNSSON, KASPER R.   COPENHAGEN BUSINESS SCHOOL   JONAS B. JAKOBSEN</i>
14:30 – 15:00	Coffee Break
15:00 – 15:30	CYBERSECURITY GUIDANCE FOR ENHANCED CORPORATE GOVERNANCE <i>GROVE, HUGH   DENVER UNIVERSITY   LAURA GEORG AND MAC CLOUSE</i>
15:30 – 16:00	Conclusions and Lessons Learned