

Digital Innovations, Business and Society in Africa: New Frontiers and A Shared Vision

Publisher: Springer

CALL FOR BOOK CHAPTERS

OVERVIEW

Can you name at least five popular African digital innovations, digital enterprises, digital entrepreneurs or digital platforms? Barely not many can answer this question, even with some thought. So why can't many answer this question? The simple answer is that we do not have a comprehensive reference telling Africa's story in the digital economy or its response to new and emerging technologies. Apart from the success of mobile money, especially in East Africa, where are the other success stories? How do we replicate such success stories without knowing them?

For African enterprises, entrepreneurs and governments to take full advantage of new digital opportunities, we need a shared strategic understanding of where we are, what we have and what we may need to have for the future. This book presents this shared strategic vision to help coordinate future actions of African enterprises, entrepreneurs, consumers/citizens and governments in using new and emerging digital technologies.

OBJECTIVE

The book seeks to showcase how consumers/citizens, entrepreneurs, organisations, institutions and governments are leveraging new and emerging digital innovations to disrupt and transform value creation and service delivery in Africa. The contributions in this book will help create a shared strategic understanding of what works in Africa and how Africa and other interested stakeholders can take advantage of its success stories.

NATURE OF SUBMISSIONS

We welcome research using a variety of methodologies, and at any level of analysis, such as:

- High-quality qualitative (e.g., interview, observation) or quantitative (e.g., experimental, survey) research of all kinds, analytical techniques including thematic analysis, content and structural equation modelling
- Archival and observational research using data drawn from the Internet
- Mixed methods research (e.g., surveys complemented with case studies)
- Research proposing and evaluating entrepreneurial artefacts
- Teaching Case Studies
- Comprehensive theory development papers.

THEMATIC AREAS OF INTEREST

PART 1: Digital Innovation and Value Creation

- Exploring new and emerging digital business models (e.g. platform business, sharing economy, social media, smart products and services) and the enablers and inhibitors of their value creation
- Exploring how technical and non-technical entities and structures combine to create value in digital platforms or networks
- Exploration into what makes digital start-ups start and grow or fail to grow
- Digital product or service innovations created by traditional non-digital businesses
- Exploration into environmental (e.g. policy/legal, culture, financial, and technological infrastructure) enablers and inhibitors of digital businesses and their value creation

PART 2: Digital Disruption and Transformation

- Exploration into how new and emerging digital technologies/services/information platforms (e.g. social commerce, social media journalism, fake news networks, blockchain, smart devices, cloud computing, Internet of Things, virtual/augmented reality, 3D/4D printing, big data, and Drones) challenge existing businesses
- Evaluating the impact of digital disruption on different functions in the organisation - sales and marketing, finance, production, logistics, operations and distribution
- Exploring the interrelationships between disruptive entrepreneurial behaviour and disruptive technologies - which one empowers the other
- Evaluation of how users accept, reject or adapt to disruptive technologies
- Successful or partially successful examples of the acceptance or adoption of disruptive technologies in public sector institutions/agencies
- Case studies on how organisations and institutions respond to disruptive technologies in an industry (new media, fashion and beauty, tourism, hospitality, healthcare etcetera)
- Case studies and discussions on relationship marketing on social media platforms and also in financial services marketing and fashion marketing
- Case studies and discussions on generational Marketing and its impact on fashion marketing, retail marketing and financial services marketing on digital platforms
- Case studies and discussions on social media, social commerce and issues with multidimensional trust, commitment and purchase behaviour

PART 3: Digital Innovations and Development

- Successful or partially successful examples of the contributions of digital technologies in the achievement of sustainable development goals
- Digital innovations which empower individuals, organisations and institutions to better respond to climate change challenges
- Insightful case studies on digital technologies introduced by governments to promote democracy, information transparency and improve service delivery to citizens
- Evaluation of adoption, use and impact of open data innovations

- Successful or partially successful examples of collaboration between government, private sector and non-governmental institutions in responding to development challenges
- Exploring the contributions or potential contribution of big data analytics to development in different sectors of the economy- health, agriculture, manufacturing, and governance

IMPORTANT DATES

- **Full chapter submission to Editors: December 1 - 30, 2020**
- Editors Review Notification: January 31, 2021
- Revised Chapter Submission: February 15, 2021
- **Submission of Final Book to Springer for Publication: March 10, 2021**

SUBMISSION INSTRUCTIONS

Researchers and practitioners are invited to submit papers for this book on or before **December 30, 2020**.

- Submission Link – <https://easychair.org/conferences/?conf=dibsa2020>
- Check Book Website: <https://sites.google.com/view/brightresearch/>

EDITORS

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CHAPTER FORMATTING INSTRUCTIONS

Authors have been provided with formatting instructions and Word Document Template aid in the formatting process.

- [Key Style Points for Book Chapter Formatting](#)
- [Manuscript Template for Book Chapter \(Empirical Research and Literature Review\)](#)
- [Manuscript Template for Teaching Case Study Book Chapter](#) (Use this for teaching case studies)
- [Springer Basic Author Referencing](#)

Required:

- **Manuscript has been 'spell checked' and 'grammar checked'**
- All references mentioned in the Reference List are cited in the text, and vice versa
- Authors Profiles after the List of References
- A competing interest's statement is provided, even if the authors have no competing interests to declare
- Number of Words: 5,000 to 9,000 words overall (which equals 10 to 18 pages in the [Springer Template](#)).

Submission of Manuscript Should include:

- Chapter Title, Subtitle (if needed), Authors, Affiliation, keywords
- All figures (include relevant captions)
- All tables (including titles, description, footnotes)
- Ensure all figure and table citations in the text match the files provided
- Indicate clearly if color should be used for any figures in print
- *Graphical Abstracts / Highlights files* (where applicable)
- *Supplemental files* (where applicable)
- Permission has been obtained for use of copyrighted material from other sources (including the Internet)