

# Call for Projects – Wave C

**Programme international de recherche ISD**  
***Information System Dynamics***  
**2010-2012**

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**Opening of the campaign: 6 February 2012**

**Deadline for submission of proposals: 6 April 2012**

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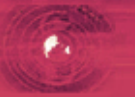
## **Programme ISD Information Systems Dynamics**

### **Objectives and description**

This call for proposals is the third from the Information Systems Dynamics (ISD) international research programme; the programme aims to fund research projects studying the dynamics of information systems use across five dimensions: Strategic, Organisational, Social & Ethical, Regulatory, and Technological. Respondents to the present call are invited to download the [ISD Programme research agenda](#) as well as the First phase report on [Acceluction](#).

### **Eligibility criteria**

This call for proposals is open to research institutions (public research institutions, universities, specialist graduate schools). International teams are strongly encouraged to participate.



## *Calendar*

This call will open for applications on 6 February 2012. The deadline for submitting proposals is 6 April 2012. The expected duration of the selected projects is 12 months.

## *Budget*

The total funding for this call for projects is €450,000.

Financial contribution from the CIGREF Foundation may be total or partial (eg completed by other sources of funding, to be specified).

## *Research topics covered by this call for projects*

### ■ **Work package 6B: Designing the 2020 digital enterprise**

#### ● **General objective**

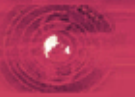
How to design the 2020 digital enterprise? What are the main building blocks of such a design? What are the main critical factors? What scenarios and options can be put forward? These are some of the main questions to be addressed by this work package. The aim here is to provide the main analytical arguments which will facilitate the future navigation of Enterprises in the digital world. Researchers are invited to take into account the results of the first phase of the ISD programme, and especially the concept of Acceluction as a possible way of delineating value creation in digital spaces.

#### ● **Possible key issues**

- Time, space and value creation based on digital resources
- Archetypes for organising based on the use of IS/digital resources
- Ideal-types of organisational designs
- Accelerating and links
- Actors and roles (clients, communities, complementors, society... )
- Governance and ethical & institutional values

#### ● **Expected deliverables**

- Organisational designs
- Simulations
- Scenarios and options



## ■ Work package 8: Economics of digitality

### • General objective

The focus of this work package is on understanding economics of digital objects and systems' use. One critical issue that research in this work package should address is how to unambiguously tie information systems/digitality to the economic performance of the organisation. Benchmarking the economic impact of information systems/digitality could be useful in determining sector baseline performance expectations, and in identifying best practices as well as potential maturity models. This kind of work would provide some episodic models and performance expectations for organisations contemplating the acquisition and implementation of information systems as well as designing new business models.

Organisational designers would benefit from understanding the economic impact of IS/digital systems usage in different organisational configurations. This kind of research work would provide guidance, and possibly normative models, to achieve given organisational designs using information systems /digitality with their subsequent economic contribution / impacts.

### • Possible key issues

- How to assess complementarities of digital investments with other tangible and intangible resources?
- How investment in digital resources can be leveraged?
- What type of economics and simulation for digitality?
- What are the average volatilities (and risk) of ROI from IT/digitality for different organisations?
- How do reports on the ROI of IT/digitality in corporations influence the decisions of investors (including financial analysts, fund managers, private investors) and stakeholders with regard to the companies concerned?

### • Expected deliverables

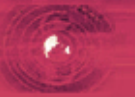
- Modeling the economic impacts of digitality in the context of emerging organisational configurations

## ■ Work package 11: Maturity models for digitality, performance rules and standards

### • General objective

This WP aims at addressing several questions: What type of monitoring will apply to digital spaces by 2020? How to conceptualise and analyse performance in this context? What type of scorecards will be designed? What might the modes of articulation be with senior management, business lines and the wider network of business?

The literature is still mainly focused on the impact of IT investment, and on assessing IT function maturity in terms of what is put into practice as standards (ITIL, COBIT, CMMI among others). A substantial share of the literature has been devoted to the analysis of IT assets as



complementary to other assets. But the design of this research, and the indicators and metrics used, are mainly based on the organisational unit, e.g. the vertical enterprise. We need to go further by putting forward the driving forces for mid-term performance and the architecture for possible standards and scorecards, based on new forms of organisational design.

- **Possible key issues**

- What are the driving forces for performance (economical, societal, and environmental) in digital spaces?
- What type of modeling for managing digital risks?
- What type of maturity models?
- What are the corresponding standards and metrics?

- **Expected deliverables**

- Proposing maturity models for digital use
- Modeling digital risks
- Assessment of performance drivers and standards

## ■ **Work package 12: Managing IS /digital spaces & functions in 2020**

- **General objective**

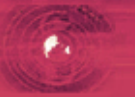
The analysis will determine the analytical elements necessary to characterise the profile of the digital function by 2020 as well as of its relevance. It will outline the necessary steps to be taken in order to arrive at a digital function that is responsible in society as well as in its own organisation. There is a need to understand the emerging dynamics in digital (knowledge) spaces, in order for executives and decision makers to design appropriate tools for managing organisations.

- **Possible key issues**

- What type of design for digital spaces / territories (companies, communities, markets) by 2020?
- What will be the driving forces?
- What types of governance will apply?
- How will IS & digital resources be used in this context?
- What role and profile for digital leadership?
- What type of digital executive profiles?

- **Expected deliverables**

- Design of digital spaces for 2020
- Designing the digital executive profiles



## **Research topics covered by this call for research notes**

Research notes are expected to provide synthetic views, based on the state of the art of the considered issues as well as on previous /ongoing researches and expertise of the submitting scholar(s) /team(s). Tasks here should not consist in carrying out field research (surveys, prototyping, focus groups, ...) as it is the case for projects.

### **■ Work package 4: Ubiquitous Networks**

#### **● General objective**

In recent years, some Eastern Asian countries such as Japan and South Korea have developed national strategy plans aimed at implementing the concept of ubiquitous networks.

The fundamental concept of “ubiquitous” is that it will “connect everyone and everything.” Since commerce of products and services is now shifting from provider-oriented to user-oriented, ubiquitous networks will also transform society from being homogeneous to heterogeneous and are expected to generate more creative business approaches and services, as well as a new social systems and values.

This work-package aims to assess the state of development of this concept and its potential replication in other contexts.

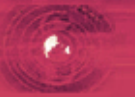
There is a need for a deeper understanding of the dynamics behind the experience and practice gained over the last five years in eastern countries—Japan and South Korea—especially in the use of mobile technology for ubiquity purposes. These experiences need to be assessed both from a business and societal point of view, especially on the question of usage: expected uses, established or emerging uses, and their related barriers.

#### **● Possible key issues**

- What are the main characteristics of ubiquitous networks?
- What is their level of effective deployment?
- What regional - and cultural - specificities?
- What is the level of involvement of users?
- What implications for large enterprises?

#### **● Expected deliverables**

- Research notesdDetermining the relevance and the feasibility of ubiquitous networks.



## ■ **Work package 7: Technological convergence, digital use and digital materiality**

### ● **General objective**

The purpose of this work package is to identify and evaluate the emerging information and communication technologies that will shape the modes of corporate organisation between now and 2020.

### ● **Possible key issues**

- How do a firm's characteristics determine the rate of acceptance and deployment of digital technologies?
- How the question of big data should be dealt with?
- What should be the impact of disseminated knowledge (the "too big to know effect")?
- Do social network characteristics determine levels of trust and sustained investment in these systems?
- What is the impact of these emerging technologies on a firm's strategy, processes and performance?
- What are the best practices in terms of the adoption, use and maintenance of digital technologies?

### ● **Expected deliverables**

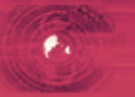
- Research notes on the assessment of technological options relative to the specific characteristics of firms and users

## ■ **Work package 10: Intellectual Property Rights and Regulation**

### ● **General objective**

The ubiquity of information and related networks will raise significant ethical and regulatory issues for societies of the twenty-first century. This work package will consider this issue from a dynamic point of view, taking into account the latest developments. It will also offer an adapted approach for company management, while also considering the possible diversity of ethical rules from one nation to another.

A comprehensive study should be carried out to investigate differences in productivity performance across countries over the past 20 years and the role that particular national or regional regulations may have played in these differences. For example, some experts believe that the alleged "tight regulations" in the EU have slowed down growth in ICT-using sectors (e.g., RFID in logistics and transport, healthcare, distribution and commerce). However, it could also be argued that under certain conditions, regulations may create a competitive advantage for companies insofar as they create or support consumer trust in the products and services offered. In other words, it is not established today that regulations hurt firms that have the potential to excel in domestic and global markets. This topic should be further explored and debated.



Furthermore, and taking a forward –looking point of view, IPRs issues might be posed under a new angle due to the increasing role of digital use. This issue should be dealt with, in coordination with other parts of the ISD programme (the on-going research projects on societal and ethical values, WP2).

#### • Possible key issues

- What type of IPR in the digital context?
- What are the implications for privacy?
- How universal is the “silence of the chips”?
- What will the impacts be on NBIC technologies?
- What are the regional specificities?

#### • Expected deliverables

- Research notes on the assessment of the regulation dimension.

### **Submission procedure**

#### ■ Planning process for selecting projects

- This call will open for applications on 6 February 2012. The deadline for submitting proposals is 6 April 2012.
- The review and pre-selection of the projects will last until 5 June 2012.
- The results will be available on 6 June 2012.
- Contracts will be drawn up during summer and projects will begin in September 2012.

The expected duration of projects is 12 months (end of the projects: August 2013)

### **Selection criteria**

#### ■ Eligibility and selection criteria

- This call for proposals is exclusively open to research institutions:
  - Public research institutions
  - Universities
  - Specialist graduate schools
- Applications must be submitted by a legal entity
- Submitted projects must address research topics covered by this call
- International teams are strongly encouraged to submit proposals
- Only proposals submitted using the official application form (which can be download from the CIGREF Foundation website) and received before the submission deadline will be considered as eligible.

## ■ Selection criteria

The main criteria for selecting projects are:

- The project's scientific excellence
- The originality and innovative nature of the project
- Potential results for the target communities
- The dissemination strategy for the results
- The international dimension.

## ■ Procedure for the submission of the proposals

### ● Application on the website

The application form is available on the CIGREF Foundation website. It can be downloaded at the following link: <http://www.fondation-cigref.org/call-for-projects-2010/>

The application form must be completed either in French or in English. Please note that only typed applications will be considered.

### ● Submission

The duly completed application form, signed by the project coordinator, must be returned to the following address: [soumission@fondation-cigref.fr](mailto:soumission@fondation-cigref.fr)

### ● Selection process

The selection process will last from the 9 April to the 5 June. Projects will be evaluated according to international standards.

### ● Notification

Results will be publicly announced on the CIGREF Foundation website on 6 June 2012.

### ● Contracting

Contracts will be concluded before the end of August 2012.

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