



# Lecture Notes in Business Information Processing

461

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# Digital Economy


## Emerging Technologies and Business Innovation


7th International Conference on Digital Economy, ICDEc 2022  
Bucharest, Romania, May 9–11, 2022  
Proceedings


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Bucharest Business School  
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Adriana Anamaria Davidescu   
Bucharest University of Economic Studies  
Bucharest, Romania

Rim Jallouli   
University of Manouba  
Manouba, Tunisia

Ana Maria Soares   
University of Minho and CICS.NOVA.  
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ISSN 1865-1348

ISSN 1865-1356 (electronic)

Lecture Notes in Business Information Processing

ISBN 978-3-031-17036-2

ISBN 978-3-031-17037-9 (eBook)

<https://doi.org/10.1007/978-3-031-17037-9>

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# Preface

Digitalization and technological innovations are driving unprecedented changes in the economy and society, continuously changing life as we know it. The digital economy and across-the-board digital transformation, significantly accelerated by COVID-19, pose a number of opportunities and challenges to practitioners, academics, and policy-makers.

In this context, addressing and understanding the multi-faceted, multi-disciplinary, and multi-sectorial implications of digital transformation processes for users, systems, processes, and consumers is crucial. This is the focus of the International Conference on Digital Economy (ICDEc), which aims at establishing itself as a key forum for researchers in this area, including junior researchers and doctoral students. The conference encourages a constructive reviewing process at the submission stage and rich discussion among participants during the conference, which may help authors to further develop their ideas and grow as researchers.

This book, entitled “Digital Economy: Emerging Technologies and Business Innovation” gathers the contributions presented at the seventh edition of the conference (ICDEc 2022), which took place during May 9–11, 2022, in Bucharest, Romania (<https://www.aten.tn/ICDEc2022>). The intended audience of this book mainly consists of researchers and practitioners in the following domains: digital transformation, digital business models, digital marketing, e-health, and e-learning.

The call for papers invited submissions addressing the requirements of a multi-sectorial approach when studying the digital transformation process. The Program Committee received a number of exciting contributions from a diverse range of research contexts and countries, relating to the impact of digitalization in different sectors. These submissions were XX-blind reviewed by at least two peers, but more often three, four, and even five peers. In fact, we would like to take this opportunity to thank the Program Committee who were invaluable in providing helpful and insightful comments for authors.

This review process led to the acceptance of 15 papers that were presented at this year’s edition of ICDEc, which constitutes an acceptance rate of 34%. The conference was held in a mixed format. While we look forward to a safe return to live events, we wanted to accommodate the participation of authors who still faced travel restrictions.

This book gathers those 15 papers, which address different angles of digitalization, including the impact of COVID-19 on digitalization, digital models for education and healthcare, information technology user behavior and satisfaction, and digital marketing and digital transformation.

Special thanks go to the organizers, sponsors, and scientific partners of the conference, in particular the hosting organizations: Bucharest Business School and the Bucharest University of Economic Studies.

August 2022

Mohamed Anis Bach Tobji  
Rim Jallouli  
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## **Abstracts of Keynote Talks**

# **Two Faces of the Same Coin: Exploring the Multilateral Perspective of Informality in Relation to Sustainable Development Goals. Fostering Formal Work with Digital Tools**

Adriana Davidescu

Department of Statistics and Econometrics, Bucharest University of Economic Studies, Romania

Digital transformation of the labour market is challenging the notion of decent work with new forms of informality. There is an increasing trend to apply digital tools in policy design and implementation for accelerating the transition to formality. The pandemic shows how digitalisation can affect the precarity of informal work.

Mankind is going through a crucial stage of awareness of responsibilities for its own actions that have generated serious imbalances both in society and at the environmental level, overwhelming its future. Achieving a fair, prosperous and sustainable future is realised through the adoption of the 2030 Development Agenda, which includes 17 Sustainable Development Goals (SDGs) and has 169 goals.

According to the 2030 Agenda, the concept of “leaving no one behind” (Samman et al. 2019) focuses on reducing social and economic cleavages and including discriminated and marginalized groups, including those participating in informal activities. In the light of the recent global situation, international organizations are strengthening the relevance of considering informality in various concepts, including resilience, sustainable development, social economy or circular economy.

Therefore, the presentation is focused on the one hand, on the presentation of the research field of informality from a dual perspective—unilateral versus multilateral—in relation to Sustainable Development Goals, based on research publications extracted from Web of Science published between 1978–2021 and on the other hand, on highlighting the relevance of knowing the main determinants of the phenomenon, emphasizing that keeping the incidence of the shadow economy and its causes under control could offer an alternative in the process of achieving the sustainable development. Last, but not least the presentation highlights some approaches on fostering formal work with digital tools. Digitalisation is redefining work in the informal labour market. Digitalisation is remaking the world of work, not least in the vast informal economy that provides livelihoods for more than 2 billion people worldwide.

# **Spreading the Word on the Digital Economy**

Leith Campbell

School of Engineering at RMIT University Australia  
Managing Editor of Journal of Telecommunication and Digital Economy

The concept of the digital economy has been around since the 1990s and its ever-expanding reach is leading to more and more activities being conducted online. This, in turn, is leading to an expansion of the digital society with its attendant benefits and issues. The Journal of Telecommunications and the Digital Economy (JTDE), for example, is seeing more papers evaluating the acceptance of, or resistance to, the introduction of new online services. It is important, therefore, as ICDEc is doing, to promote research and discussion on the digital economy and the digital society.

This talk is based on a new initiative by ICDEc and the JTDE to encourage expanded research papers on a wide range of aspects of the digital economy. It will describe in broad terms the topics that have been accepted for publication and provide some indications of what has not been accepted. It will attempt to draw some lessons on what is important for future studies of the digital economy and where gaps may exist in research interests.

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