



# **Economics, Finance and Management in Digital Era**

**4th edition**

**Poznań University of Economics and Business  
(PUEB) November 19-20, 2020 Poznań, Poland**

The main aim of the conference is to share knowledge and expertise in the wide areas of economy in the digital era. The fourth edition of ICOFEF will be divided into three major tracks: economy, finance and management.

Conference main topics include, but are not limited to:

## **Economics**

- The fourth industrial revolution and its challenges to current economic research.
- Digitalization as a main driver of growth for businesses and economies
- The role of human capital in the digital economy and in the production function
- New market models and new consumption models
- Education 4.0
- Labor markets in the digital era
- Finding the value in Industry 4.0 – towards creation or destruction?
- Reconfiguration of global value chains in the digital era

## **Finance**

- Architecture of financial systems and financial supervision in the era of digitalization
- Banking 4.0
- FinTech
- Cryptocurrencies and their consequences
- New forms and methods of payments
- The impact of the digitalization on risk management in financial institutions
- Social lending platforms as an alternative to traditional banks
- Cybersecurity in financial institutions

## **Management**

- The impact of the digitalization on managerial processes, e.g. production, logistics, marketing activities

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- New digital business models and appropriate business strategies for the digital transformation
- Changes in consumer behavior in the digital world.
- Digital media in the process of communication, value appropriation and customer collaboration
- Collaboration in the digital era – the impact of digitalization on business and social relationships
- Sources of competitive advantage in the digital economy – leveraging digital technologies (e.g. big data, augmented reality, artificial intelligence) to accelerate firms' growth and performance
- Sources and constraints of firms' appropriate value in digital-based ecosystems
- Internationalization of firms in the digital world – new business strategies and theoretical explanations

**Important deadlines:**

Abstract/paper submission – **October 15, 2020**

Abstract/paper acceptance – **November 10, 2020**

Registration – **November 16, 2020**

Conference – **November 19-20, 2020**

**Submission:**

Please submit your abstract / paper to: [icofep@ue.poznan.pl](mailto:icofep@ue.poznan.pl)

(publication guidelines can be found on Conference website)

**Publication opportunity**

The potential publication in the monograph will concern only those who send full papers. Selected papers will be considered for publication in the monograph published by Springer or Palgrave Macmillan. All abstracts will be published in Conference Proceedings.

**Registration fees:**

Conference fee (online) – **50 EUR**

[icofep.ue.poznan.pl](http://icofep.ue.poznan.pl)

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