



@DIGITLabUK
#DigitLabLaunch

DIGIT Lab Launch Event

21st September 2021

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Agenda

1. Welcome!
2. Perspectives on the Future of Digital Transformation
 - Rashik Parmar, IBM Fellow and VP Technology EMEA, IBM
 - Esra Kasapoglu, Executive Director for AI & Data Economy, InnovateUK
3. An Introduction to the DIGIT Lab
4. Research Directions for the DIGIT Lab
5. Get Involved!



Welcome to the Future!



Perspectives on the Future of Digital Transformation



Introduction to the DIGIT Lab

The DIGIT Lab is a Next Stage Digital Economy Research Centre providing research insights, knowledge frameworks, and practical techniques to accelerate digital transformation in the UK.

It works with large established organizations to reimagine them for the digital age – in ways that go beyond the digitization of current products and practices to address core issues of digital innovation, growth, impact, and transformation.

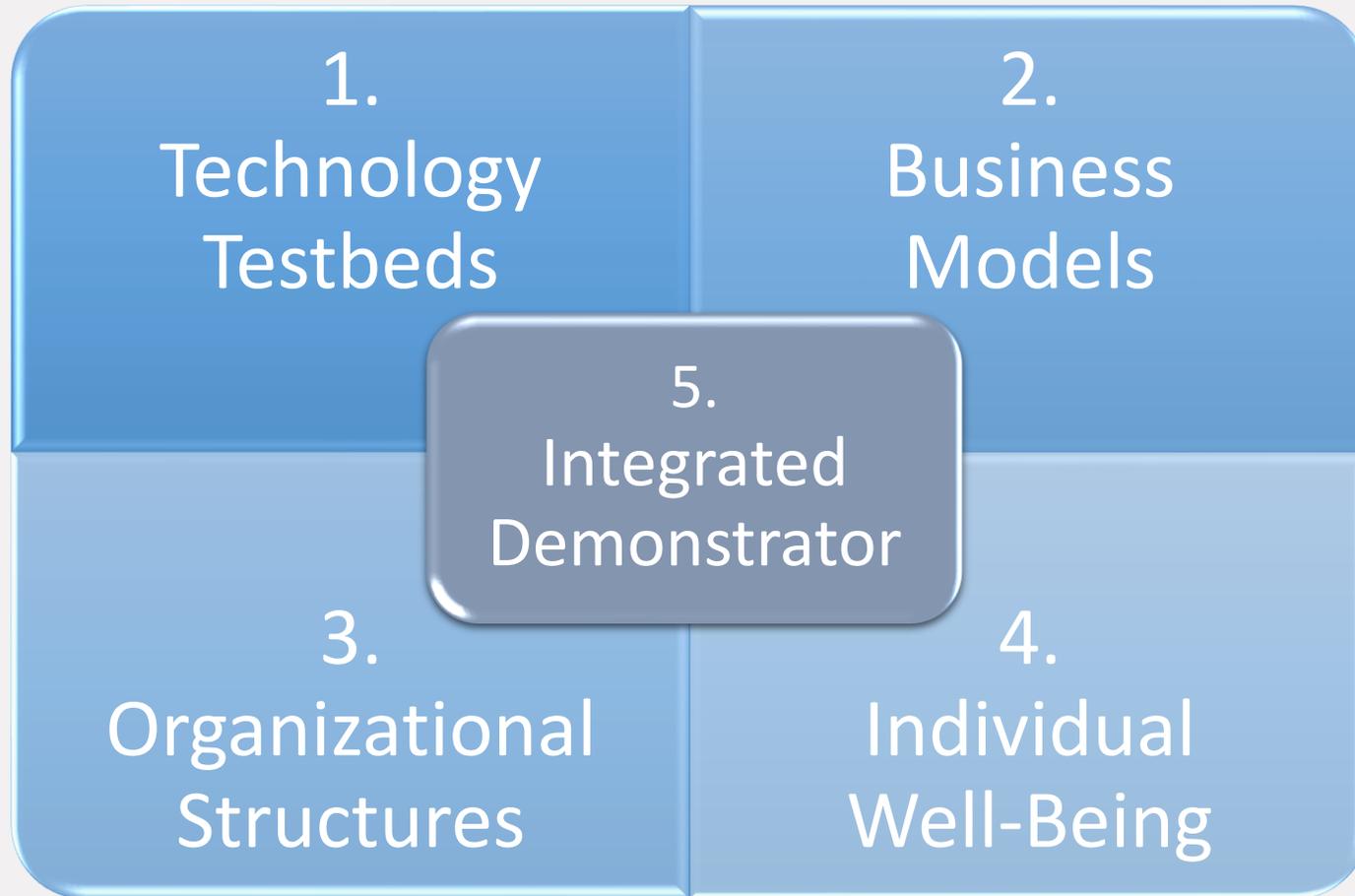


Why Focus on LEOs?

Large Established Organizations (LEOs) form a key part of the UK economy and face particular challenges in digital transformation

- **LARGE**
 - Addressing issues of scale, complexity, and delayed communications that limit decision making and inhibit innovation
- **ESTABLISHED**
 - Supporting existing clients and partners, adjusting heritage processes and practices, upgrading skills, and managing external regulations
- **ORGANIZATIONS**
 - Overcoming structural silos that cause operational inefficiencies, create internal tensions, and inhibit alignment across teams

The DIGIT Lab Focus Areas



1. Review technology testbeds, categorize, and align to digital transformation strategies
2. Explore digital business model direction aimed at driving value via servitization and outcome focus
3. Develop an organizational systems view of digital innovation impacts
4. Understand employee well-being impacts from digital transformation and its effects on stress & performance
5. Consider design implications across these disparate views to create an integrated model of digital innovation

Academic Partners



Prof Alan W. Brown
Prof Saeema Ahmed-Kristensen
Prof Roger Maull

Prof Leroy White
Dr David Plans
Dr Sarah Hartley
Dr Zena Wood
Prof Mark Thompson



Prof Gerard Parr

Dr Edwin Ren
Dr Min Aung
Dr Ben Milner



Prof Tim Vorley

Dr Jeremy Zwiigelaar
Dr Cristian Gherhes



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Industry Partners

Industry Partners



Infrastructure Partners



Impact Partners



About The DIGIT Lab

- A UK National research centre supported by EPSRC and run by the University of Exeter Business School.
- It provides an active research hub where exploration, experimentation and commercialisation of new business models and digital techniques can take place.
- We combine active research, education, and industrial co-development to tackle the key digital themes.

How The DIGIT Lab is Different

- Unprecedented access to emerging research insights and technologies from a leading academic community.
- Experience from the corporate world to optimise and coordinate activity, taking core research to drive business growth.
- Visibility of innovation across many sectors & the knowledge to integrate with client needs.
- Governance from cross-disciplinary experts and peers.

Our Distinctive Capabilities

- A focus on accelerating the success of Large Established Organizations in the public and private sectors.
- A unique blend of academic and industry expertise bringing the academic world into context.
- An open community and research model driving new insights into our emerging digital economy.
- A driver for change influencing digital strategies, academic agendas, and government policy.
- A bridge across the gap that separates academia and the corporate world.

Further information:

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Research Direction for the DIGIT Lab

- The DIGIT Lab is a National centre for Digital Transformation in LEOs
 - Cross sectoral, e.g., feeding into MMS and NGS
- We welcome all researchers to join with us to expand impact across organisations and policy making
- The focus is understanding how digital technologies are affecting:
 - Technology adoption: maturing of technology, scaling and broadening its use
 - Business models: new products & services, efficiency and outcome based models
 - Organisational structures, processes, decision making, leadership etc.
 - Working environment: workplace stress, job design, performance

Key Research Areas

- **Digital Innovation.**
How do LEOs make best use of emerging digital technologies?
- **Digital Growth.**
How can LEOs use digital technologies to achieve clean growth?
- **Digital Impact.**
How do LEOs use digital technology to enhance employee wellbeing?
- **Digital Transformation.**
What are the best approaches to manage individuals, teams, and organizations to accelerate digital transformation?

Research Design

- Unit of Analysis: the organisation and the wider value chain
- Theory building: teasing out contextual variables
- What is different about *DIGITAL* transformation: is it just transformation or is it a more fundamental change?
- What DIGIT is *not*: *the main focus is not on the ‘technology rails’ but on what is new and different*
 - Morphogenic change: the discontinuities and their implications
- Case examples, longitudinal studies, shared datasets
- Fostering deeper business/academic alliances

Subject Areas

- **Computer Scientists** – how technologies impact organisations, specific technological challenges
- **Designers** – processes of adoption, design methodologies, creativity and innovation
- **Business Scholars** – business models, organisational design
- **Social Scientists** – technology adoption, behavioural science
- **Ethicists** – responsible innovation, sustainable practices
- **Engineers** – designing products and services



Getting Involved

1. Join us as a DIGIT Lab associate – contact Saeema or Roger
 - Digital Fellows (Industry leaders working the DIGIT Lab team)
 - Academic Fellows (Academic researchers working with the DIGIT Lab team)
2. Deliver a DIGIT Lab seminar on your research
3. Share time with us at our London offices on Southbank
4. Help to co-organise and deliver events
5. Sign up for our newsletter and articles via the website





For Further Information Contact:

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