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The Practice of Digital Transformation Intelligence & Its Impact on Organizational Performance

2nd edition of UNIDO Brussels Dialogue on Intelligence Economic

8 Oct 2021, 10h30 – 12h00 (CEST, Brussels) Webinar



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Context

Digital transformation (DT) is of great importance to the growth prospects of various organizations. Therefore, understanding competitive intelligence, labeled also as digital transformation intelligence is critical. Following the first edition of the UNIDO Brussels Conference on Competitive Intelligence in 2019, this second edition of the UNIDO Brussels Dialogue on Intelligence Economic will discuss the impact of the process of the digital transformation or the related outcome.

Agenda

Moderated by Mr. P. Gilabert, Representative of the UNIDO Brussels liaison office, C. Bisson, Ph.D. Scientific Director at SKEMA Business School will present his research paper with Dr N. Boukef on **“THE PRACTICE OF DIGITAL TRANSFORMATION INTELLIGENCE AND ITS IMPACT ON ORGANIZATIONAL PERFORMANCE”**, This study introduces the concept of digital transformation intelligence (DTI) and explores the practice levels of DTI at 78 companies, which will be discussed by speakers. The session will also be the opportunity for speakers to present their points of view and own organizations.

Language

The French & English simultaneous interpretation will be provided during the conference.

Contact

In case of any questions, please don't hesitate to contact at : Mr. GILABERT Patrick: office.brussels@unido.org



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Key Speakers



Christophe BISSON, Ph.D.

He is the Scientific Director of the Msc "International Strategy & Influence" program at SKEMA Business School. He explores and develops strategic and anticipatory systems 'augmented' by artificial intelligence. He has received international and national awards for his work and won research funds from the American NSF, EU, etc. Christophe is SCIP World advisory board member, Full member of WFSF (a consultative partner of UN and UNESCO), board member of the scientific committee of Academie d'Intelligence Economique, member of the Economic Intelligence committee of CGEM RSK among others.



Claude REVEL

Claude Revel is a French former high civil servant. She was in charge of the national French competitive intelligence in 2013-2015. She also had a private and teaching experience. She now runs her own private company. She is in charge of the future SKEMA think tank. Claude is a former student of the National School of Administration (ENA1980) and a graduate of the Institute of Political Studies of Paris and in Business Law (University of Nice then University of Paris II). She is the author of numerous books and articles and participates regularly in conferences as a speaker.



Philippe CLERC

He is currently expert advisor for Studies & Foresight at CCI France, the national organization of the French Chambers of Commerce and industry and president of the Academy of Economic Intelligence. He is the president of the International Francophone Association for Economic Intelligence and a founding member of the Open University of Dakhla in Morocco. He is expert and consultant for WIPO, the world intellectual property organization and for the International trade center in Geneva.



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Key Speakers



Henri DOU

Manager and Founder of CI World Wide Think Tank, he is a Director of Research at the CNRS. Consultant to SDC (System Development Corporation), he joined the University as Professor of Information Science and developed the first courses in Technological Watch and Competitive Intelligence in France, Brazil, Malaysia, and Indonesia. As a Pioneer of this field in France, he has published numerous books and international conferences and has supervised more than a hundred doctoral theses in this domain.



Patrick GILABERT

He is Head of the UNIDO Office in Brussels and representative to the European Union institutions and OACPS Secretariat. Before his appointment in Brussels, he was UNIDO Dep. Representative to the UN in New York, and Representative in Hanoi, Vietnam and Antananarivo, Madagascar. He holds a PhD in Scientific Information - Tech Foresight from the University of Aix-Marseille, complemented by the Trium Executive MBA from HEC Paris, London School of Economics (LSE), New York Stern Business School.



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