From hybrid realities to hybrid communities

Digitization has grown in business, science and society established as the change maker. Infrastructures, working methods and skills are at the forefront of many debates and increasingly determine the future viability of entire industries. We seem to have engaged in permanent change with increasing acceleration. But: where does this journey actually go? Are communities constituted solely in the interplay of hybrid realities? Are large amounts of data a threat or an opportunity? Can we process them at all or does it require fundamentally changed tools and methods - such as visual analytics, virtual reconstruction, virtual engineering, virtual assistants and cooperative VR? Until recently, IT innovations were something for digital experts, but hybrid communities in virtual reality are now part of everyday life. But what do managers have to adjust to? Digitization means new opportunities for openness, transparency and participation. Is there also a revival of human-centered management activities?

In 2020 we want to combine Face2Face formats with online formats more clearly than before – also against the background of the experiences with the coronavirus – and thus create a novel variety of conference experiences together with you.

For more than 20 years, GeNeMe has represented „Communities in New Media" and deals with online communities at the interface or from the perspective of several disciplines such as computer science, media technology, economics, education and information science, as well as social and communication science. As the platform for interdisciplinary dialogue between science, business and administration, it enables the exchange of experience and knowledge between participants from a variety of disciplines, organisations and institutions. The following topics provide orientation and should be understood as an open invitation to submit contributions.

You can find all the information you need on styles, entry layout and submission modalities on our website.

Dates

01.05.2020
Deadline for abstract submission

15.05.2020
Notification about acceptance / rejection of abstracts

30.06.2020
Deadline for paper submission

31.07.2020
Notification of acceptance / rejection of the paper

31.08.2020
Deadline for corrections of accepted papers

2-step submission procedure

1: Submission of 1–2 page abstracts to present the topic
2: Preparation of the accepted abstracts to one of the following formats:

Full Papers (research contributions):
8–10 pages, standard review procedure

Short Papers (project contributions):
4–6 pages, evaluation according to practical relevance

student contributions:
4–6 pages, evaluation based on criteria typical for university studies

Interactive formats:
2–4 pages description of topic, expected results, actors and methods; assessment according to thematic relevance

As a conference for young researchers, we particularly invite students to submit contributions, either in the special category „student contributions" or in one of the other formats.

Papers submitted in English language may be presented in English language.
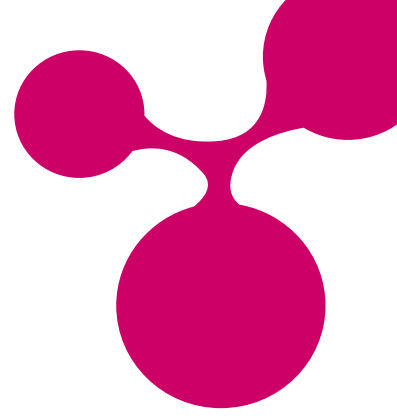
Digital strategy and platform economy

The digital transformation demands **new business models**, fundamentally changes business processes and finds new ways to the customer. In the sharing economy, ownership and possession are differentiated, social business requires new skills as well as innovation and change management. Social business requires new competencies as well as **innovation** and **change management**. It must be clarified whether production, processing and service can be separated at all in a digital economy and which industry specifics (logistics, security, healthcare, IT, etc.) are essential. Networked and **virtual organizations** are now taken for granted. The **flexibilisation** and **internationalisation** of actors, processes and organisation is the subject of digital transformations.

Knowledge Communities

Online communication in companies, with customers and business partners is becoming more and more knowledge-intensive and needs **networked knowledge storage**. The networking of overlapping business processes requires specific communities. Workflows, structures and **informal knowledge processes**, not only in virtual companies, must be redesigned or restructured. Knowledge Communities are not a sure thing, it will be needed a **community management**. Tell us how you design your communities, **digital knowledge** work and **fluid approaches**!

Public rooms

Design approaches for public spaces are unthinkable without online-supported communication. The **digital transformation** becomes the framework for action of public administration. The increasingly frequent occurrence of crisis situations is changing the role of public authorities and their awareness in the public arena. **Participation** and **online services in times of crisis** are coming to the centre of attention. Resilience is an increasingly important characteristic of public authorities and public institutions in cooperation with partners from business, NGOs and citizens. How work different communities and actors from business, civil society and the public sector together as part of the administrative process? What about competencies for **e-government**, **sustainability** and **resilience** in the public sector?

Knowledge transfer and skills acquisition

The generation of knowledge and the associated processes of development, sharing, use and preservation are increasingly challenging against the background of **demography** and **diversity**. Digital change leads to new requirements for competences and awakens new skills needs. New opportunities for **learning in communities** and **personalisation of teaching and learning** are being created. The combination of innovative knowledge processes involving a wide range of actors ask questions about the role of individual contributions and their visibility for all participants. What skills does digital change require of management and employees? How can they be developed? How will teaching and learning take place tomorrow?

Digital learning and game cultures

Games are part of our everyday life, in leisure time, education, personnel development or organisational development. Everyday tasks are designed to be emotional and motivating (**gamification & motivation design**), people come together and solve problems together or in competition. In principle, the development of communities and social networks is promoted or made possible by the application of user and experience orientated design concepts. The focus is on topics such as **Game Based Learning**, P**layful Leadership** and **Playful Business**. Report on your practice or current scientific results concerning gamification, even beyond entertainment!

Rethinking human-computer communication

Without Siri and Alexa we seem lost, HCI is everyday life and smart devices are our partners. **User experience** and **usability** are central components in the design of multimodal interfaces. The boundaries between physical environment and virtuality are becoming more and more blurred and are often no longer noticed separately. **Augmented** and **virtual reality** guarantee hybrid experiences and mixed reality concepts are advancing to promising scenarios for the **visualization of information and knowledge** in research and teaching as well as in product development, multi-stakeholder communication or sales. What is the way forward, are there critical voices?