2020 Hawaii International Conference on System Sciences (HICSS-53)
January 7-10, 2020, Grand Wailea, Maui, Hawaii, USA

Minitrack: Digital and Social Media in Enterprise
Track: Digital and Social Media

Digital and social media (DSM) have transformed the workplace in organizations. Two decades ago, the use of electronic communication technologies--such as emails, messaging, and teleconference systems--promoted effective electronic communications in organizations. Electronic communication changed organizational forms, enabled electronic document management, and preserved organizational memory. Currently, the growth of digital and social media technologies are impacting organizations in new ways. Social media includes blogs, wikis, social networking sites, and microblogging that provide new affordances to its users. While some prior studies have provided evidence to show the positive impacts of enterprise social media on employees, work processes and performance, other studies have uncovered negative effects of DSM use on employee productivity and behaviors. In order for an organization to amplify the returns or benefits and to mitigate the drawbacks of their DSM use, it is imperative for both researchers and practitioners to deepen their understanding of the implications of DSM use for organizational purposes.

This minitrack focuses on the internal and external use of digital and social media by organizations to facilitate work processes (e.g., communication, collaboration, innovation and socialization) inclusive of business, non-profit organizations, and government agencies. Hence, research of this minitrack lies at the intersectionality of multiple disciplines, namely Science & Technology, Organization Science, Marketing, and Behavioral Science.

The Call for Papers (CFP) welcomes theoretical and empirical studies addressing organizational, managerial, technical, and behavioral perspectives on digital and social media by enterprises. Potential issues and topics include, but are not limited to:

• Affordances and effects of digital and social media at workplace
• Digitization of work and its impact on work process
• Digital platform and work/job design
• DSM use & electronic document management
• DSM use & employee productivity and work-life balance
• DSM use & Information security
• IS departments' roles and responsibilities in supporting DSM in enterprise
• Methodologies for studying DSM in enterprise
• New theories to describe and explain the phenomenon of DSM use in workplace

- Organizational management practices associated with DSM use
- Organizational policies on DSM use
- Organizational memory in the era of social and digital technologies
- The use of digital media & innovation
- The use of social media & fundraising or donations
- The use of social media & marketing and public perception management
- The use of social media & enterprise strategy

Important Dates

April 15, 2019:	Beginning of Submission Period
June 15, 2019:	**Paper Submission Deadline (11:59 pm HST)**
August 17, 2019:	Notification of Acceptance/Rejection
September 22, 2019:	Deadline for Final Manuscript
October 1, 2019:	Deadline for at least one author to register for the conference
January 7, 2020:	Symposia, Workshops, and Tutorials
January 8-10, 2020:	Paper Presentations

Co-Chairs of the "Digital and Social Media in Enterprise" Minitrack

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