Call for Papers: Implications of Digitalization on Organizations and Leadership – Esports, Gamification and Beyond

Jyväskylä University School of Business and Economics (JSBE) and EJBO Electronic Journal of Business Ethics and Organization Studies invite scholars to contribute to our knowledge regarding digitalization and organizations.

We warmly welcome you to participate in the Summer Seminar of Finnish Economists held at the University of Jyväskylä (https://www.jyu.fi/jsbe/fi/tutkimus/seminaarit/taloustutkijoidenkesaseminaari/in-english) 11–12 June, 2019 to present your work, and to contribute to an associated EJBO special issue (http://ejbo.jyu.fi/) scheduled for publication in Q4/2019.

EDITORIAL BOARD

CONTEXTUALIZING THE CALL
Digitalization as the fourth industrial revolution has strongly influenced societies, organizations, business conduct and working life (The Economist, 2013). We are currently amidst of digital revolution challenging traditional organization theories as well as managerial and leadership practices (e.g. Sajasalo et al, 2018). Digitalization has brought about new business models, affected strategic management processes in various fields of business, and caused major turbulence in many industries, such as financial sector (e.g. Auvinen et al, 2018). Digitalization has further given impetus to the emergence of new businesses and professions lately.

Examples of the transformative powers of digitalization on creation of new industries and professions include esports as a rapidly growing business and competitive sports (see Hattenstone, 2017; ESPN, 2017). Furthermore, gamification building on resources allowed by digitalization has entered various fields of life, including business, with the aim of driving positive employee and organizational outcomes (Ruhi, 2015; Vesa et al, 2017; Vesa & Harviainen, 2018). While research lines interconnecting digitalization and organizations have emerged recently, both esports and gamification, and their implications on organizations and leadership, require further empirical research.

Esports is a rapidly growing field of sport, entertainment and business. During the last years, the field of esports has emerged as a serious profession with professional organisations, as well as purpose-driven and salaried teams and individual players. The numbers of professional esports players have increased from 786 players in 2010 to almost 9,000 in 2015, and the global annual revenue of the field has jumped from USD 130 million in 2012 to USD 655 million in 2017, and is expected to reach USD 3 billion by year 2022 (Laine, 2018; Statista, 2018). These noteworthy changes in the working landscape have created an imperative need for stronger management and leadership research and education on the field.

Play and games have within the last years emerged among the hottest trend topics both in managerial practice and research (see e.g. Vesa et al, 2017; Hjort et al, 2018). A key driver of this development has been the idea of gamification (Vesa & Harviainen, 2018). Gamification, as defined in two seminal academic texts, refers to the use of game design elements in non-game-contexts (Deterding et al, 2011) and to a process of enhancing service with affordances for gameful experiences in order to support the user's overall value creation (Huotari & Hamari, 2012). While the concept of gamification is a solidly 21st century one, it is a contested concept that partly outdates itself (Roth, 2017). On a highly abstract level, the driving force behind gamification is the idea that work, or the motivation to work, can somehow be enhanced by fusing it with play (Sørensen & Spoelstra, 2012). What both this enhancement and this fusing actually implies is far from straightforward, and this is so because gamification has been fitted to the needs of increasingly divergent interests ranging from the popular business press to a rapidly developing field of research. For some, gamification is simply a ploy in search of utilitarian effectiveness, while for others it is about the emancipatory potential of game design-based thinking.

Furthermore, digitalization has also shaped organizational storytelling and strategy narration. The boom in social media use among current leaders is an apt example of digitalization in leadership work and managerial communication (e.g. Kaplan and Haenlein, 2010; Fuchs, 2017). Over the last decade, top managements of both private and public organizations have strongly adopted digital media in their leadership work (Avolio & Kahai, 2003), and in many cases digital presence and gatherings on digital platforms, such as webcasts, intranet, and Skype have replaced "traditional" face-to-face strategy meetings and public presentations (Auvinen et al, 2019).

While digitalization has resulted in promising innovations for management and leadership – including machine learning and artificial intelligence (e.g. Brynjolfsson & McAfee, 2014) – digitalization as a manifestation or form of "doing" strategy and exercising leadership has also its drawbacks. There is a risk of leadership vacuum leaving organisational members adrift, longing for their superiors to "exercise" some traditional leadership practices (e.g. Collin et al, 2018). In addition, managerial bullshitting has become a part of prevailing leadership practice (Spicer, 2018). Thus, leadership roles, in terms of human-to-human interaction, seem to still be desired. Digitalization has not entirely replaced the importance of the presence of an embodied leader.

Thus, digitalization affects not only technology and innovation, but also social reality. The changes brought about and made possible by digitalization may turn out to be revolutionary when it comes to our prevailing understanding of organizations, leadership and management, business, traditional professions and beyond. In this call for papers, we are interested in all topics resonating

with digitalization, organizations and leadership – particularly esports leadership and management, gamification, digitalization of organizational storytelling, artificial intelligence in organizations, and digitalization in financial organizations. All submissions to the Summer Seminar and EJBO special issue will contribute to ongoing evolving academic discussions – be it critical, interpretative or about charting new terrain. We warmly welcome both empirical and theoretical studies. Suggested topics include, but are not limited to:

- Esports organizations and leadership
- Gamification in business and organization theory
- Narrative approaches to digitalization of leadership and or ganizations
- Ethical approaches to digitalization in organizations, gami fication and esports
- Digitalization, artificial intelligence and emerging ap proaches to leadership theory
- How to manage things in the organizations in the future
- Strategizing practices in the digital era

- Manipulation and managerial bullshitting in the digital era
- Digitalization in financial organizations

Submission guidelines for extended abstract:
- Submissions (max 2,000 words, excluding references) should be sent to minna.kallinen-kuisma@jyu.fi and tommi.p.auvinen@jyu.fi (docx, rtf or pdf -format)
- Extended abstract should include the title but NOT authors - Abstracts will be peer reviewed by editorial board
- The authors (detailed affiliation and contact information is required from the corresponding author) will be listed ONLY in the e-mail
- The papers to be published in EJBO special issue will be primarily selected among extended abstracts. The referee process will be executed according to EJBO official procedures.

The deadline for submissions is March 29th, 2019.

The letter of acceptance of extended abstracts will be sent by April 20th, 2019.

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