



# TRAVAILLER ET MANAGER A L'ERE DES TECHNOLOGIES EMERGENTES

Selon Rotolo et ses co-auteurs (2015), une technologie émergente renvoie à « *une technologie nouvelle en forte croissance, caractérisée par un certain degré de cohérence et de persistance, susceptible d'affecter fortement les domaines socio-économiques en termes de composition des acteurs, des institutions, de leurs interactions et des processus de production de connaissances associés. Les impacts les plus significatifs sont cependant encore en émergence, demeurant incertains et ambigus* » (p. 1831). L'analyse prédictive, les solutions blockchain, l'impression 3/4D, les jumeaux numériques ou encore la réalité augmentée sont autant d'exemples de technologies émergentes (Gartner, 2018). Elles possèdent un fort potentiel de transformation et de reconfiguration des pratiques de travail et de management dans l'organisation (Orlikowski and Scott, 2016 ; Schildt, 2017). Alors qu'elles n'en sont encore qu'à leur début, les technologies émergentes conduisent déjà à « *brouiller les lignes entre l'utilisateur et la technologie, les agencements humains et technologiques* » (Faraj et al., 2018, p. 68). Elles sont susceptibles d'affecter les pratiques quotidiennes de travail et de management dans l'organisation et, plus largement, de faire évoluer le statu quo de nos systèmes socio-économiques (Li et al., 2018).

Nous invitons les chercheurs en Management des Systèmes d'Information à se pencher sur les effets transformatifs et performatifs des technologies émergentes. Ce faisant, notre appel fait écho à celui de *European Conference of Information Systems*, interrogeant les principes de Liberté, Egalité et Fraternité dans un monde digital. Il s'agit ici d'étendre ces questionnements en étudiant la façon dont les technologies émergentes peuvent agir sur les réalités professionnelles, managériales, politiques et sociétales :

Les technologies émergentes sont-elles en mesure d'améliorer les processus et pratiques de coordination dans et entre les équipes ? Produisent-elles de nouvelles formes de contrôle organisationnel auxquels les acteurs doivent s'adapter ? Sont-elles capables de transformer « *les métiers, les détournant de leurs objectifs et priorités actuels, et conduisant à de nouvelles identités et façon de travailler* » (Faraj et al., 2018, p. 66) ? Comment les concepteurs, managers et utilisateurs se comportent-ils avec les technologies émergentes ? Quels potentiels développent-ils,

comment les actualisent-ils et dans quelle mesure ce processus est performatif? Comment les concepteurs, managers et utilisateurs abordent les dimensions éthiques et humaines des technologies émergentes? Comment les organisations utilisent les technologies émergentes pour changer le monde, les marchés et les sociétés?

Ainsi, la Conférence 2020 de l'AIM portera un intérêt particulier aux communications qui approfondiront notre compréhension de la façon dont les différents acteurs organisationnels abordent les potentiels effets des technologies émergentes sur les pratiques et processus organisationnels ainsi que sur les valeurs sociales et humaines (Markus, 2019). En complément de ce thème général, le comité scientifique de l'AIM 2020 se penchera avec attention sur des propositions de sessions plus traditionnelles, au cœur des recherches de notre communauté francophone, et de sessions impliquant de nouveaux thèmes.

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# WORKING AND MANAGING WITH EMERGING TECHNOLOGIES

According to Rotolo and his co-authors (2015), an emerging information technology (EIT) is “*a radically novel and relatively fast growing technology characterized by a certain degree of coherence persisting over time and with the potential to exert a considerable impact on the socio-economic domain(s) which is observed in terms of the composition of actors, institutions and patterns of interactions among those, along with the associated knowledge production processes. Its most prominent impact, however, lies in the future and so in the emergence phase is still somewhat uncertain and ambiguous*” (p. 1831). On this basis, predictive analytics, blockchain, IoT, 3/4D printing, digital twins, augmented reality systems are examples of EITs (Gartner, 2018). Regarding features of novelty, fast growth and uncertain impacts, EITs have the potential to transform and reconfigure management and work practices in organizations (Orlikowski and Scott, 2016; Schildt, 2017). While their development and/or practical applications are still largely unrealized, EITs ever tend to “*blur the line between user and technology, human and technological agency*” (Faraj et al., 2018, p. 68) and may have a dramatic impact on working, organizing and on broader aspects of society, changing the status quo of the socio-economic system (Li et al., 2018).

We invite Management Information System researchers to investigate transforming and performative effects of EITs. In doing so, we echo the call for paper of the European Conference of Information Systems, raising the issues of Liberty, Equality, and Fraternity in a Digitizing World. We invite scholars to enlarge the ECIS general theme in studying how EITs may shape and alter work, managerial and, more broadly, political and societal realities:

Are EITs able to improve coordination between and within teams? Do they produce a new form of organizational control with which workers are likely to navigate with? Are they able to transform “*professions away from their current focus and priorities toward new identities and ways of working*” (Faraj et al., 2018, p. 66)? How do designers, managers and users behave in front of EITs? How do they afford and actualize EITs? And to what extent their utterances are performative ones? How do designers, managers and users process the ethical and human value dimensions of EITs? How do organizations lever EITs to change the world, disrupt markets and societies?

For this conference, then, we are especially interested in papers that discuss and expand our understanding of how workers, managers and organizations take into account the potential impacts of EITs on fundamental organizational practices and processes as well as on social and human

values (Markus, 2019). In addition to the conference theme, the AIM 2020 hopes to attract a range of traditional track themes that have been at the heart of the IS French-speaking community, as well as tracks covering new emergent themes. We invite everyone to suggest track's themes (traditional and new emerging ones) and to candidate to chair these tracks.

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