



The **International Conference on Digital Transformation and Innovation Management (DTIM 2024)** (part of the IADIS 18th Multi Conference on Computer Science and Information Systems 2024) was held in Budapest, Hungary **13-15 July, 2024**.

This conference was organized by the International Association for Development of the Information Society (IADIS).

In the rapidly evolving landscape of technology and business, the International Conference on Digital Transformation and Innovation Management (DTIM 2024) serves as a premier platform for researchers, academicians, and industry practitioners to converge and explore cutting-edge advancements at the intersection of Information Systems and Management Innovation. This conference aims to foster a collaborative environment that stimulates insightful discussions and paves the way for novel approaches to digital transformation, emphasizing its deep impact on organizational strategies, operations, and global societal progress. Submissions were accepted under the following 6 main topics: Digital Strategy and Leadership; Data Analytics and Business Intelligence; Emerging Technologies and Disruptive Innovation; E-Commerce and Digital Marketing; Sustainable Innovation and Application Areas.

The first edition of the DTIM conference was published jointly with the 17th International Conference on ICT, Society and Human Beings (ICT 2024) and received 146 submissions from more than 29 countries. Each submission has been anonymously reviewed by an average of four independent reviewers, to ensure that accepted submissions were of a high standard. Consequently, only 23 full papers were approved which means an acceptance rate of 16%. A few more papers were accepted as short and reflection papers and posters.

Extended versions of the best papers were selected to be published in:

- ❖ IADIS International Journal on Computer Science and Information Systems (ISSN: 1646-3692)



Besides the presentations, the conference also included one keynote speech by Professor Helen Crompton, Executive Director of the Research Institute of Digital Innovation in Learning (RIDIL), Old Dominion University, USA.



Keynote Presentation:

GENERATIVE AI: AFFORDANCES AND CHALLENGES FOR EDUCATION

By Professor Helen Crompton, Executive Director of the Research Institute of Digital Innovation in Learning (RIDIL), Old Dominion University, USA



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