

## Biography

Dr. Chong Yee Lee graduated with a PhD (Tourism) degree. She is currently the Deputy Director of Institute of Postgraduate Studies and Research and Head of Centre for MBA Studies. She held various managerial positions for 13 years in non-academic industry before joining University Tunku Abdul Rahman as a lecturer. As an academic with the University for 11 years now, she has published journals articles, conference proceedings, conducting workshop and taught research skills to new academic staff and, undergraduate and postgraduate students in local and international universities. Her research interest fields include social science studies in tourism, education & ICT sectors, and health and wellness issue of ageing people.

## Special Issue: Digital Innovation and Transformation in Tourism, Hospitality, and Health Wellness Services – From the Social Economics Perspective.

### 1. Introduction

The innovation of digital application has ~~enable-enabled~~ the tourism, hospitality and health wellness industries to break down the barriers between the management team, employees, customers, and supply chains (Schwertner, 2017). For example, the Uber and Grab's platforms of taxi services ~~is-are~~ leveraging the innovation of digital technology to constrain and coordinate the taxi drivers and passengers' actions so that the disputes between them can be minimised, and the service can be carried out more effectively and efficiently compared to the conventional operation method.

In the context of this special issue, the innovation of digital business is about the improvement of the industries' efficiency and innovation in creating new products, new services, new processes, new platforms, and other new business models (Nambisan et al., 2017) that could increase the industries company's competitive advantage.

Digital transformation occurs when new business structures, practices, values, (Krimpmann, 2015; Loebbecke & Picot, 2015; Mangematin, Sapsed, & Schüßler, 2014) or data integrity and security can be formed by consolidating the effects generated by several digital innovations. The transformation of digital innovation involves the interaction between different actors, regulation and governance of existing business processes, and the establishment of legitimate logics and courses of action (Hinings, Gegenhuber & Greenwood, 2018)

Researchers are invited to submit research manuscript that is relevant to how new products, new services, new processes, new platforms, and other new business models can be developed and diffused legitimately, in the context of tourism, hospitality and health wellness services.

### 2. Justification of the theme

Digital transformation is forcing tourism, hospital and health wellness industries to re-examine the way they can interact and collaborate with stakeholders, especially the tourists or consumers. The adoption of digital transformation devices and services has significantly affected consumers' demands and

industries' service offerings. The challenge of the digital transformation is not just about equipping industry's competency that can fit today's work environment and business demands, but to be constantly up skilling their and supply chain's abilities, ever more quickly. Digital transformation can be adopted reactively such as incorporating technologies and processes that can respond to stakeholders' needs; or proactively by offering new unexpected possibilities that take the tourists or consumers or other stakeholder's digital experience to a new level.

Digital business transformation involves the integration of new digital technologies into all business areas. However, most of the companies of the industries are small and medium entrepreneurs (SMEs). If the SMEs do not know how to harness the potential of digital transformation of business, they will be siphoned out of the business soon. The primary factor that can inhibiting their wider adoption is related to their ICT literacy. Risks such as data security issues, lack of interoperability with existing IT systems, and lack of control (Schwertner, 2017); and types digital application that should be used and its application benefits are their concern.

The implementation of digital business transformation can be materialised if the digital application can minimise the business operation cost and employees' resistance while simultaneously maximizing the effectiveness of the change effort (Schwertner, 2017). Successful digital transformation goes hand in hand with reengineering and optimization of business processes in the most appropriate way for the strategy.

### **3. The study scope of the special issue**

One of the approaches to exploring digital transformation is the grouping of changes in two areas: consumer behaviour and business processes.

#### **3a. Transformation of consumer behaviour or experiences towards digital innovation services**

Smartphones, tablets and computers have become integral parts of this world. The research can involve in-depth study of tourists or consumers' respond towards the application of existing or potential digital innovation in the tourism, hospitality and health wellness' business operation such as promotion, service process, and service consumption. Tourism companies, for example, can enhance tourists' travelling experiences or holidaying mood by providing digital media access. The industries or companies therefore can modify their business model through digital business modification or initiate a new digital business by adding digital content to existing products and services; and/or introducing new digital solutions (Berman, 2012; Schwertner, 2017).

#### **3b. Transformation of other stakeholders' behaviour towards digital innovation services**

Digital transformation such as automation of R&D, production and distribution processes therefore could possibly lead to fundamental changes in production and work processes of tourism, hospitality, and health wellness. The industries' entrepreneurs should be open-minded and recognize new products, technologies and connected services to earn money (e.g., apps). By this, the economic potentials of digitalization can be materialised. However, other stakeholders' response and reaction such as management team, employees, supply chain operators, and public agency should be taken into consideration before a digital innovation and transformation can be materialised. For example, researchers can study about the possibility of using blockchain technology in disseminating a

consumers' health care records to an institution so that the respective healthcare and/or wellness service providers can monitor the consumer's health well-being.

#### **4. Time frames**

Deadline for submission: 30th May 2019

Dates of review of submitted papers: four (4) to six (6) weeks after receiving the submission

Date of Acceptance: two (2) to four (4) weeks after getting the reviewer's feedback

Last tentative month of publication of the Special issue: July 2019.

#### **5. Email ID on which the contributors are required to send the papers: chongyl@utar.edu.my**

#### **References**

- Berman, S.J. (2012) Digital transformation: opportunities to create new business models. *Strategy & Leadership*, 40(2), 16-24,
- Hinings, B., Gegenhuber, T., & Greenwood, R. (2018). Digital innovation and transformation: An institutional perspective. *Information and Organization*. 28, 52–61
- Krimpmann, D. (2015). IT/IS organisation design in the digital age—A literature review. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 9(4), 1189–1199.
- Loebbecke, C., & Picot, A. (2015). Reflections on societal and business model transformation arising from digitization and big data analytics: A research agenda. *Journal of Strategic Information Systems*, 24(3), 149–157.
- Mangematin, V., Sapsed, J., & Schüßler, E. (2014). Disassembly and reassembly: An introduction to the special issue on digital technology and creative industries. *Technological Forecasting and Social Change*, 83, 1–9.
- Nambisan, S., Lyytinen, K., Majchrzak, A., & Song, M. (2017). Digital innovation management: Reinventing innovation management research in a digital world. *MIS Quarterly*, 41, 223–236.
- Schwertner, K. (2017). Digital Transformation of Business. *Trakia Journal of Sciences*, 15(1), 388-393.