

The Seminars on “Information Technology Outlook” – PhD Programme in Computer Science and Mathematics



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- Brazil

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11:00 – 14:20



Aula HUME– 2° floor

Dept. Computer Science

The Five Domains of Digital Transformation

This session introduces and discusses the **The Digital Transformation Playbook** framework, focusing on the five domains of transformation: customers, competition, data, innovation, and value. It will clarify the distinctions between digitization, digitalization, and digital transformation, explore how each domain is reshaped by digital technologies, and analyze how organizations can begin their transformation journey by prioritizing strategy, purpose, and culture over technology alone. A comparative perspective between Brazil and Italy will enrich the discussion, highlighting cultural and regulatory influences on digital change.

Short Bio

Allysson Araujo is a Tenured Assistant Professor at the Federal University of Cariri (UFCA), affiliated with the Center for Science and Technology (CCT), the Center for Distance Education (CEAD), and the Graduate Program in Administration (PPGA), as well as a Postdoctoral Researcher at the Department of Informatics, Pontifical Catholic University of Rio de Janeiro (PUC-Rio), under the supervision of prof. Marcos Kalinowski, focusing on the social and human aspects of Software Engineering.

Allysson holds a Doctor's degree (cum laude) in Business Administration (focus on Innovation) and a Master's degree in Computer Science (focus on Software Engineering), both from the State University of Ceará (UECE). He has experience in the fields of Information Systems, Software Engineering, and Innovation, including managing Research, Development, and Innovation projects. Currently he is the coordinator of the Information Systems and Digital Innovation Study Group (GESID) and a cofounder of the Laboratory of Advanced Practices in Development, Innovation and Methodologies for Systems Engineering (PADIM Lab). In partnership with national and international collaborators, he has published over 80 papers in scientific journals and conferences (EMSE, AUSE, JSERD, JBSC, iSys, IJBIR, SBES, CHASE) and supervised more than 20 research projects, including both undergraduate and graduate levels. He has received academic recognitions as an advisor for award-winning research and as an outstanding reviewer at different events (SBES, SBSI, WASHES). Allysson actively serves in the academic community in organizational roles (Management Committee of CESI/SBC, Steering Committee of SBSI, Steering Committee of WASHES), as an external reviewer (TSE, EMSE, TOSEM, JSS, JSERD, iSys), and as a program committee member (SBES, SBSI, WASHES, IHC, CHASE).