CDO CONFERENCE
A Glance at digital governance

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A Definition

What do we mean by Digital Governance?

- Governance is provided by the board of directors
- Roles & responsibilities identical to conventional governance
  - All aimed at delivering value to the shareholders / owners
- Adapted to the digital perimeter of the firm
  - External digital environment: customers, stakeholders, partners
  - Internal digital environment: Organization, employees, tools, practices
  - Digital business model: Marketing, sales, customer support
  - Digital behavior: Risk tolerance, decision process, reputation
  - Digital culture: Innovation, creativity, trust, agility, SER
**Why?**

- Associate Digital Transformation & Digital Governance
  - Dictates a new business model
    - Market entry barriers are lowered, competition is quicker (CIGREF, 2010)
    - Fast evolution of technology, product & service expectations (CIGREF, 2010)
    - Value added through customer co-creation (CIGREF, 2013)
    - Data becomes a business commodity (CIGREF, 2012)
  - Digitally mature firms are 26% more profitable (CIGREF, 2013)
  - Valorization of digitally mature firms is 12% higher (CIGREF, 2013)
  - The board generates the digital strategy
    - Only then can the digital transformation happens (CIGREF, 2014)
  - Digital environment leads to new measures of firm valorization
    - Trust, branding, reputation become monetized assets (CIGREF, 2014)
How?

- Digital Governance toward digital transformation
  - The code of ethics
    - To govern employee behavior with and around digital technologies
    - To develop ethical products
    - To exploit personal data
    - Data becomes a business commodity
  - The guide of legal practices
    - Over digital transactions
    - For data manipulation
    - Data anonymity more & more difficult to ensure
    - To define data life cycle management
    - To protect the informational property of the firm
  - The guide to manage e-Reputation
    - Transparency leads to trust
    - Difficult to control the social media environment
    - Social & environmental acceptability

(Epinette & Fisher, 2014)
(Fisher, 2014)
(Vanderkay, 2016)
(CIGREF, 2013)
(Fisher, 2014)
(CIGREF, 2014)
(CIGREF, 2012)
(Vanderkay, 2016)
(CIGREF, 2013)
(Fisher, 2014)
How?

- The digital strategy
  - Commitment to digital disconnection
  - To exploit only qualified data
  - Data life cycle management
  - Data cyber security
  - Respect of employee private life

- The digital culture
  - Value creation through innovation
  - Attraction and retention of resources
  - New ways to contribute and to valorize work
  - Decisions are delegated down the organization
  - Less management and more leadership

(Épinette & Fisher, 2014)
(Begg & Caira, 2010)
(CIGREF, 2013)
(Pépin, 2016)
(Fisher, 2014)
(Epinette & Fisher, 2014)
(CIGREF, 2010)
(Gray 2014)
(Begg & Caira, 2010)
(Gray 2014)
How?

- Digital leadership

(Li, Liu, Belitski, Ghobadian & O’Reagan, 2016)
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