

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 (CIGREF, 2014)
 - Only then can the digital transformation happens
 - 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

(Epinette & Fisher, 2014)

(Fisher, 2014)

- 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

(Vanderkay, 2016)

(CIGREF, 2013)

(Fisher, 2014)

(CIGREF, 2014)

(CIGREF, 2012)

- The guide to manage e-Reputation



- Transparency leads to trust
- Difficult to control the social media environment
- Social & environmental acceptability

(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

(Pépin, 2016)

(Begg & Cairra, 2010)

(Epinette & Fisher, 2014)

(Epinette & Fisher, 2014)

(Fisher, 2014)

- 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

(CIGREF, 2013)

(CIGREF, 2010)

(Gray 2014)

(Begg & Cairra, 2010)

(Gray 2014)

How?

- Digital leadership

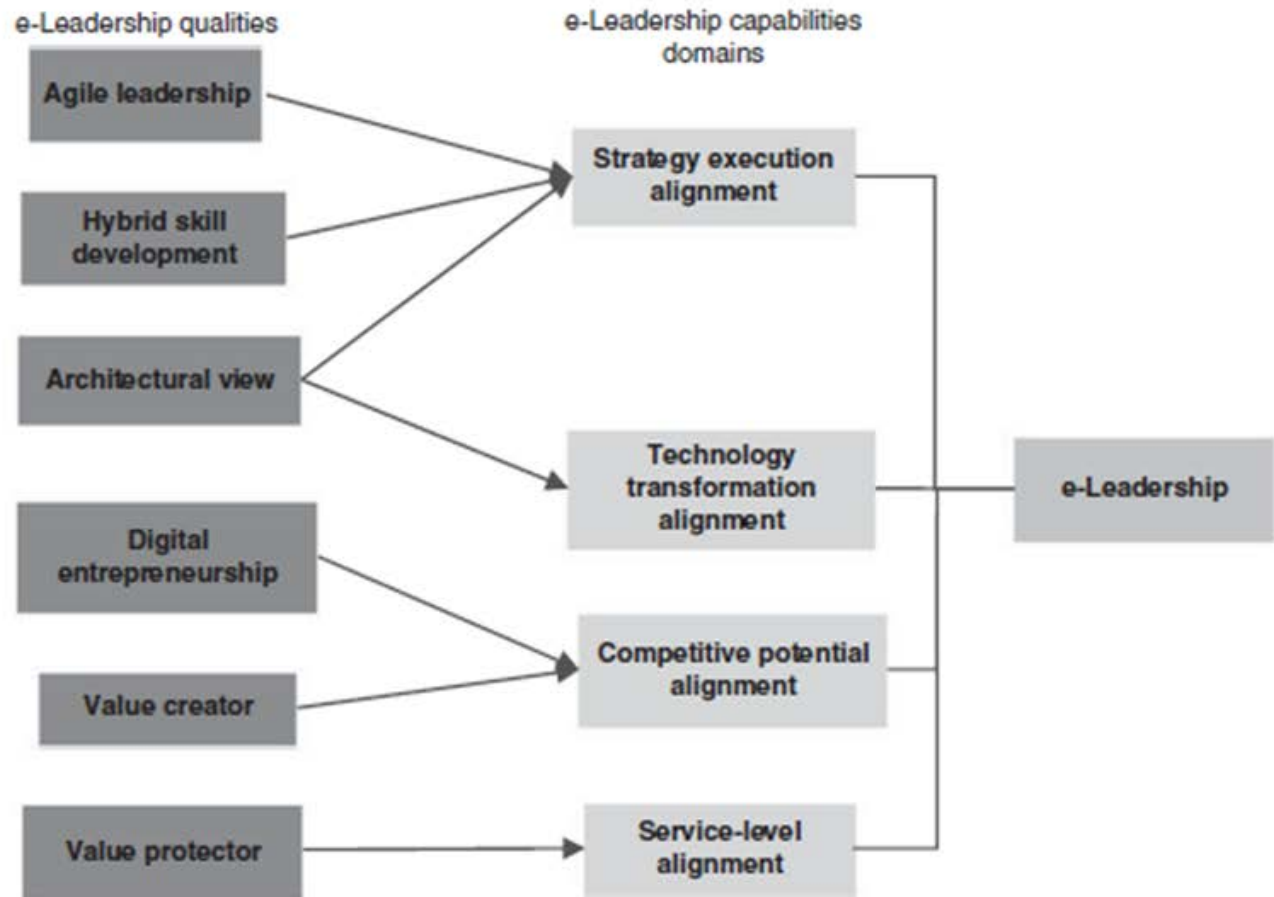


Figure 2 e-Leadership qualities in strategic alignment.

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

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