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CONFERENCE SPORT AND DIGITALIZATION WELL-BEING AND EMPLOYMENT ...

CONTACT

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INTERNATIONAL CONGRES

ISCID-CO December 1st & 2nd 2022

SPORT AND DIGITALIZATION: WELL-BEING AND EMPLOYMENT
(WORK AND TELEWORK)

The Sports movement and economic sector, represented by the companies that design, market and sell sport goods and services, is undergoing profound changes accelerated by COVID-19 and its variants. These changes are happening alongside the unprecedented arrival of web 4.0: development of e-commerce, digital marketing, pop up, web app, drop-shipping, a decentralized market (cryptocurrency and digital assets) and new technologies (AI). The effect of m-services, combining speed, reaction

and instant feedback to the transmission of information, is transforming the landscape and the supply of sports goods and services. Thus, new modes and practices have created new needs. The digital communities have formed according to current needs, usefulness (conviviality, belonging to a group, coaching, personal development) and the associated wellbeing. Whether at work or home these digital communities (applications, platform, connected products, etc.) serve as an interface for exchange between the subscriber and provider based on their narrative user experience before, during, or after the use of the product or service.

These mutations (financial, economic and social) linked to change and innovation in the digital field (including start-ups) invite company managers to rethink or redefine the notion of wellbeing emphasized by the health crisis. Future jobs are being created, invented or re-invented around diverse and varied skill sets, which are reflected in soft skills and new recruitment methods.

Well-being and health in the workplace are more than ever at the heart of the concerns of corporate players. The unprecedented health crisis has highlighted pre-existing suffering and created new problems. Telework, which has developed considerably, has led to suffering that has silently taken over. The physical conditions of telework (non-adapted housing, inadequate equipment, etc.) as well as the intellectual conditions (isolation, compulsory autonomy, etc.) lead to a suffering that itself is responsible for short- or medium-term sickness that must be prevented. The conditions of face-to-face work have had to integrate health barriers and social distancing that are difficult to reconcile with a fulfilling social relationship.

Supervisors, from local managers to the HR director, must meet employees' expectations and prepare for the future. New procedures, new tools, or the adaptation of existing ones will be necessary to carry out this approach.

Therefore, the International Business School (ISCID-CO) of the University of Littoral Côte d'Opale (ULCO) is organizing a Phygital International Symposium on December 1st and 2nd, 2022 in Saint-Omer on the theme of "Sport and digitalization: well-being and employment". This conference will focus on defining the relationship between sport (and/or e-sport) and well-being at work, the measures to be put in place and the opportunities that can arise for the tourism sector.

In the light of the Paris 2024 Olympic Games, the program of this conference is articulated around 4 themes "Sport, Business, Territory and Innovation".

Three tracks are proposed to submit your research:

- Well-being and quality of life at work
- Sport and tourism
- Sport and development of territories

- "Well-being and quality of life at work digitality":

is defined within a digital world where working conditions and forms of professional organization are impossible to predict (Lacan and Silva, 2015). The development of interaction and interpersonal links within companies measures, in fact, the effectiveness of the new digital tools (Benkler, 2006). The understanding of emotional dimensions (and no longer simply rational) must be introduced to build a climate of trust and a benevolent atmosphere: the collective replaces a hierarchical organization, with each person building his or her relationship with others. How can we create the conditions for well-being at work in order to encourage cooperation and a sense of belonging to the company? What is the impact on the company's performance? According to a study conducted by Good-Will- Management on behalf of the CN OSF, the MEDEF, and with the support of AG2R La Mondiale on the economic impact of practicing sport in the company, for the employee, it results in 5 to 7% savings on annual health expenses, an increase from 6 to 9% in productivity and an increase from 3 years in life expectancy; for the company, it results in an improvement in net profitability from 1 to 14% and in employee productivity of 6 to 9%. What are the innovative managerial practices based on sport to be implemented in order to promote better coexistence, the reduction of psychosocial risks and the team cohesion of employees within companies? Do these new practices lead to inclusive management, a holistic conception of the company, a CSR policy?

- "Sport and tourism":

Is a transversal lever for companies, organizations and overall region attractiveness. This question is more important since the management bodies of public companies must now, among other things, take into account the sporting aspects of their activity (art. L. 225-35 and L. 225-65 C. corn., redacted by Law no. 2022-296 of March 2, 2022). The arrival of locatourism, the use of tools derived from the immersive experience of gamification, and the development of ecotourism based on digitalized training courses contribute to the federating movement for the employees of a company and a well-being at work. Storytelling in sports creates a complete narrative universe where everything must be scripted: the resulting individual experience is part of a collaborative ecosystem contributing to the discovery of the territorial heritage. For sports organizations and the tourism stakeholders, the customer experience also involves the fans (sports entertainment or sportainment). The brand storytelling experience allows a company and/or a territory to cultivate a close relationship and improve the level of trust with users. The story thus told in the promotion of the brand or the animation of a match embodies the values of the company or the sports club and creates a lasting experience. Does the growth of this new industry modify the customer relationship and the traditional organizational models of companies, organizations and tourism actors? How can we define these new relationships at work? Within the framework of the exercise of their functions by sports tourism professionals, should regulations be envisaged in order to accompany and encourage the actors in the development of this sector?

- "Sport and territorial development ":

According to a study carried out in the *Revue Economie Rurale* (Nadine T., Salima B. A., Lionel V., Eric P., Dominique V., Marie-Anne L., 2019), the quantitative and qualitative evaluations of policies to revitalize territories demonstrate that the effectiveness of measures promoting the establishment of companies depends on whether they are accompanied by a policy of welcoming populations. The attractiveness of a territory therefore depends on both the structures for receiving companies and the well-being of its inhabitants. The well-being associated with the practice of a physical activity, with sportainment generates personal fulfilment, social inclusion, good and better living together, a territorial and cultural identity for communities and companies and a brand image valued on all continents. The city becomes a "playground". The health crisis is redefining the positioning of territories and effective demand: new practices are emerging such as "workation" and/or "staycation". What are the levers of differentiation and positioning for a territory in the development of its brand and the display of its identity internationally? An event like the Paris 2024 Olympic Games will be an exceptional promotional tool for the cities associated with it. It gives rise to the rapid construction of new facilities, and possibly to a change in land, if necessary through the adoption of provisions derogating from the rules of urban planning and public procurement.

The objective of this conference is to identify elements or innovative factors that could allow the integration of sport as an essential tool of well-being in the organization of work (and/ or) telework of a company. This conference will take place over two days. This conference is a place of meetings, exchanges and debates between experts, professionals, institutions, associations, teachers-researchers, and doctoral students based on concrete cases realized or in progress in local, regional, national or international territorial spaces. The official languages of the conference are English and French.



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Terms of Participation :

The extended summaries must be sent by email to the following address: colloque@iscid-co.fr no later than October 3, 2022, in the form of electronic files (word for windows .doc or .RTF)

Registration fees :

- 100 euros for teachers and professionals
- 75 euros for students
- 25 euros for online conferences and roundtables
- The fee covers participation in the conference activities, on-site catering (lunch and coffee breaks) and conference documentation (on the USB).

Publication :

The full texts of all accepted and presented papers at the conference, which include successful research, will be published, depending on the theme, in one of the conference partner journals (VSE Vie et Sciences de entreprise, PNM Review, Management Revue, RISO revue).

Instruction for Authors :

Extended summaries must include the title of the article, the name of the author, his function, his full contact details (professional and personal address, telephone, fax, e-mail) indicate a few key words (in French and in English) that best characterizes your article.

- Extended abstracts will be peer-reviewed anonymously by two reviewers and the response to authors will be given by October 31, 2022.

