



GITMA



# CALL FOR PAPERS

## GITMA ANNUAL CONFERENCE

"Ignite ideas through collaboration, Transform tomorrow with AI and Robotics"

MAY 6-8, 2026



# JOIN NOW

The GITMA 2026 Annual Conference will take place in Monterrey, Mexico, hosted at the Tecnológico de Monterrey, Campus Monterrey— an institution recognized for its innovation, industry partnerships, and academic excellence.

Monterrey, capital of Nuevo León and Mexico's third-largest city, is a key manufacturing hub. Global manufacturers such as Volvo, Bosch, and Quanta Computer have established major production facilities here— ranging from heavy-duty truck assembly to home-appliance and electronics manufacturing—drawn by modern infrastructure and strategic connectivity.

Connect with colleagues worldwide to examine how emerging technologies are transforming business, society, and education. We welcome original, high-quality papers presenting research, case studies, or visionary ideas that advance the field of Information Technology and Management. All submissions will undergo rigorous peer review, with accepted papers presented at the conference and published in the proceedings.

### PROGRAM CHAIR



**Gustavo Parés**  
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### LOCAL CHAIR



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### PROGRAM CO-CHAIR



**Dr. Hajer Kefi**  
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### CONFERENCE TRACKS

- **Artificial Intelligence in the Global Economy: A Strategic Perspective**  
Innovation and opportunity, geopolitics, markets and institutions landscape.
- **Business Analytics and Machine Learning**  
Data science, Organizational innovation, AI.
- **Sustainable and Green IT**  
Technology for climate resilience and circular economy.
- **Digital Transformation in Academia**  
Redefinition of academic environments by researching, collaborating, experience sharing and institutional innovation.
- **Generative AI, Organizations, and Society**  
Gen AI changing the nature of work, transforming organizations, and impacting on societies globally.
- **Education, Training, and Skills for the Digital Era**  
EdTech innovations, upskilling strategies.
- **Healthcare IT & Digital Health**  
AI in medicine, telehealth, health data governance.
- **Robotics and IoT**  
Automated systems, human-robot collaboration, and sensor networks.
- **Social Media and Digital Platforms**  
Personalization, platform governance, and misinformation.
- **Governance of Innovation**  
Policy, regulation, and societal impact.
- **Quantum Technologies**  
Quantum computing for optimization, simulation and machine learning.
- **IT Management**  
Strategic frameworks, information systems, and strategic delivery of business value.
- **Generative AI & Foundation Models**  
Rapid advancement of generative AI systems reshaping creative, analytical, and operational capabilities across industries.
- **Agentic AI and Digital Transformation in Organizations**  
Autonomous goal-directed AI systems reshaping systems and creating opportunities and challenges for industry and society.
- **Data, Analytics, and Cloud**  
Advanced analytics, big data architectures, and cloud-native solutions.

We invite authors to submit original, high-quality research papers through the EasyChair platform. Submissions should highlight novel insights, practical applications, or theoretical advancements in Information Technology Management.



The Global Information Technology Management Association (GITMA)



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# GITMA 2026

## Paper Submission Guidelines:

Submissions may be one of four types: Full Paper, Short Paper, Extended Abstract, or Industry Brief. Except for industry briefs, all submissions will be peer reviewed. Only full papers will be considered for any awards or grants.

**Full Paper:** 20-25 pages. Double-spaced, Times New Roman, 12 font, 1" margins on all sides. Use MISQ format for citations and references. Include half-page abstract in the beginning. All figures and tables need to be inside the main text.

**Short Paper:** 6-8 pages. Double-spaced, Times New Roman, 12 font, 1" margins on all sides. Use MISQ format for citations and references. Include half-page abstract in the beginning. All figures and tables need to be inside the main text.

**Extended Abstract:** 2-3 pages. Double-spaced, Times New Roman, 12 font, 1" margins on all sides. Use MISQ format for citations and references. All figures and tables need to be inside the main text.

**Industry Brief:** 1 page. Double-spaced, Times New Roman, 12 font, 1" margins on all sides. These are from practitioners in industry and describe various ideas, initiatives, projects, and innovations. They will be reviewed only by the program chairs for relevance to the conference.



Association for Information Systems

**Submission Deadline:** MARCH 22, 2026 (Sunday)

**Submission Portal:** <https://easychair.org/conferences?conf=gitma2026>



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## Submission Instructions

To submit your article, you will need to upload two documents: a .docx file and a PDF file derived from it. You can use "Save As" menu item and choose Word Document (.docx) and PDF as the formats.

Download the latest Microsoft Word templates and user's guides in the following link: <https://easychair.org/publications/easychair.docx>

The paper submission procedure is automated in EasyChair. When you submit your article, EasyChair will check that you use the right style, extract some information from your paper (for example, the list of authors) and ask you to check this information.

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