



American Phygital Association Summit

APA Paris Summit 2025, February 27-28, France

APA Paris Summit 2025. Pioneering the phygital frontier together with our globally thriving industry-academic community of phygitalers.

2025 heralds the rise of the **Phygitalers**, a global community that seamlessly merges the physical and digital worlds. This year, we are excited to announce the inaugural APA Paris Summit, an exclusive event dedicated to exploring the phygital transformation for business innovation and positive impact. Join us in Paris, the city of science, culture, enlightenment, and inspiration, for this global event. The American Phygital Association (APA) is a vibrant community of industry professionals and academics striving to shape the future of phygital. This summit fosters a phygital business transformation, bridging academia and industry for societal and organizational advancement.

This outstanding event offers a unique opportunity to network with the greatest minds in industry and academia, attend inspiring keynote talks by globally renowned thought leaders, and publish your innovative ideas in top-tier academic and business publications. The summit also features prestigious awards, a luxury venue, a Michelin-starred chef gala dinner with a DJ dancing party, and many other surprises, all in the chic and iconic 16th arrondissement of Paris, just a stone's throw from the Eiffel Tower.

The theme for the inaugural APA Paris Summit 2025 is 'Phygital for Positive Change - Uniting Physical and Digital Worlds through Science-Driven, Human-Centric Solutions in Business Implementation.' Be a part of this pioneering event and make your mark in the phygital realm!

Innovative Event Format

Experience the innovative format of the APA Paris Summit 2025! This productivity-oriented, community-building event is where industry professionals and academics collaborate and publish together. It's a human-centric, high-end experiential event crafted by our outstanding luxury experience designers to elevate your spirit and soul. All of this is focused on mastering phygital science for business innovation and positive impact.

Attend, network, and elevate your understanding by accessing the latest science-driven phygital insights for a successful phygital transformation. Craft your idea, present it, and publish it in our top-tier academic and business journals, books, and magazines. **Industry and academia should collaborate to fuse practical and scientific knowledge for the best of phygital.** The APA Paris Summit offers a transformative experience by introducing innovations to bridge industry and science, enhance community building, and ensure attendees get value and outcomes from the event. Feel inspired, elevated, and part of the phygital global community of pioneers. We advocate for a human-centric business model that seamlessly integrates technology, merging the physical and digital worlds with humans at the forefront.

The summit includes science-industry collaborative workshops, including two exceptional formats: **“Author to Publish”** and **“Phygital Impact”** workshops, open to both academics and industry professionals. Choose your workshop and apply today for learning, networking, publishing, and contributing to the phygital community. The summit also features keynotes, **“Seat and Elevate”** format, and opportunities to pitch your ideas.

- 1) **“Author to Publish” Workshop - Advancing Phygital Science for Business Innovation:** This workshop is a platform for academics, industry professionals, and non-academics to exchange ideas and advance phygital science. It provides a structured format to guide the writing and publishing process, offering opportunities to craft, refine, present, and publish papers in APA Summit's partner 'A' journals and books.
- 2) **“Phygital Impact” Workshop - Mastering Phygital Transformation for a New Business Reality:** This workshop empowers professionals to effectively navigate and implement phygital transformation in their businesses. It offers strategies for applying phygital transformation and helps design a human-centric business model that merges the physical and digital worlds. The workshop includes insights, strategic frameworks, and case studies of successful phygital implementations, and allows participants to apply these strategies to their own cases. Participants can compete for the “APA Phygital Big Idea Award,” with the winner being featured



in a business book by a prominent American publisher and in the leading business review on phygital.

- 3) **Enlightening Plenary Keynote Session:** This session presents the future of human-centricity in tech introduction and the challenges of phygital transformation. It enlightens attendees on the new era of phygital science and its potential for successful business models and societal transformation, featuring industry professionals, leading brands, and top-notch academics specialized in phygital science.
- 4) **“Seat and Elevate”:** All workshops and seating arrangements in our luxury gala dinner are assigned with attendees of the same interest, promoting idea sharing, project development, collaboration, and business partnerships. Attendees will not only be seated according to their profiles but also have the opportunity to elevate their ideas, connections, and business prospects.
- 5) **“Fast and Smart” Pitch Sessions:** These sessions provide opportunities to gain free insights and advice to refine your projects and business ideas from the best minds in the phygital field, including scientists, industry leaders, and editors of leading business journals.
- 6) **One-on-One Research Mentorship and Consulting Sessions:** These sessions offer mentorship for junior or aspiring academics and consulting sessions from the minds in the phygital field to help industry professionals advance their projects and business ideas.

Summit Agenda and Committee Members

Main summit events, Thursday-Friday, February 27-28. The conference will commence with an Opening Reception on the evening of Thursday, February 27. The following day, February 28, will be filled with a variety of events including plenary keynote sessions, industry-science roundtables, workshop breakout sessions, one-on-one consulting, research mentorships, and ‘Pitch the Experts’ sessions.

Highlights of the summit will include addresses by our APA President, Dr. Wided Batat, the founder of the phygital ecosystem and the phygital research paradigm. The conference will conclude with a luxurious Gala Michelin-starred Dinner on Friday evening in the chic 16th arrondissement of Paris, in the Eiffel Tower area. The evening promises to be an unforgettable experience, featuring exciting surprises, prestigious awards, and a lively DJ dance party. Join us as we celebrate **the rise of the Phygitalers global community, pioneers leading the way towards a future of human-centric positive business transformation!**



AMERICAN PHYGITAL ASSOCIATION



Please submit your best work in the form of abstract proposals for either the “Author to Publish” Workshop or “The Phygital Impact” Workshop. Refer to the section below for proposal guidelines and submission instructions.

We look forward to welcoming you to the inaugural APA Paris Summit 2025!

Phygitally Yours,

Your APA Paris 2025 Summit Chair and Committee Board Team

- **Dr. Wided Batat**, APA Summit Chair & Founder of the Phygital Ecosystem and the Phygital Research Paradigm
- **Dr. Robert Kozinets**, University of Southern California, USC Annenberg School for Communication and Journalism, Los Angeles, USA
- **Dr. Matt Johnson**, Harvard University Executive Development and HULT International Business School, Boston, USA
- **Dr. Robin Robin**, Oxford Brookes Business School, Oxford Brookes University, Oxford, UK
- **Jay Young**, Senior Vice President and Regional Director, East West Bank, New York City, USA
- **Patti Brown**, Vice President of the Global Alliance for Transforming Business Education (GATBE) & CEO of Program Building by Design, Paris, France
- **Dr. Wilson Ozuem**, Governing Board Member, the Global Business and Technology Association & The Business School for the Creative Industries, University for the Creative Arts, London, UK
- **Dr. Joseph Sirgy**, Pamplin College of Business, Virginia Tech, Editor-in-Chief, Journal of Macromarketing, Virginia, USA
- **Dr. Catherine Prentice**, School of Business, University of Southern Queensland, Queensland, Australia
- **Dr. Anthony Patterson**, Lancaster University Management School, Lancaster University, Lancaster, UK
- **Dr. Sanjit Roy**, School of Business and Law, Edith Cowan University, Perth, Australia
- **Dr. Phil Klaus**, International University of Monaco, Monaco
- **Dr. Lia Zarantonello**, Roehampton University, London, UK
- **Dr. Varsha Jain**, MICA, Ahmedabad, India
- **Dr. Cristina Mele**, University of Naples Federico II, Naples, Italy

Important Dates & Deadlines

- **Submission Deadline:** We cordially invite you to submit your proposal for the APA Paris Summit 2025. Please use the following submission portal: <https://www.aibxd.com/phygital-hub/apa-paris-summit-2025>. Ensure that your proposal adheres to all the submission guidelines (refer to the submission instruction section below). The deadline for submissions is **October 5, 2024**.
- **Decision Notification:** After a thorough double-blind review process, applicants will be notified of the decision on their submission by **November 2, 2024**.
- **Summit Registration Deadline:** The final date to register for the summit is **November 25, 2024**. Please note that registration is mandatory for participation in any summit keynote or workshop session. All participants, including those in workshops, regular tracks, and chaired track sessions, are required to pay the registration fees. Failure to comply will result in the withdrawal of their submission, making it ineligible for publication in 'A' Academic journals, business books, and magazine outlets.
- **Conference Date:** The conference is scheduled to take place on **February 27-28, 2025**. We look forward to your participation.

APA Aim & Scope

Bridging industry and academia to advance phygital science and practice for positive impact.

The APA Paris Summit 2025 aims to bridge the gap between academia and industry to navigate the phygital frontier. The summit seeks to encourage, support, and publicize phygital research and practice, which enhances human-centricity for positive transformation through the blend of physical and digital realms. The ultimate goal is to understand the role of technology integration for the positive transformation of organizations and society as a whole. The summit core guiding principles are:

- **Inclusivity and Empowerment:** The summit focuses on inclusivity, empowering young professionals and academics, and bridging the gap between academia and the general public.
- **Publication Opportunities:** Our summit provides a variety of opportunities for publication. This includes academic and business articles, case studies, business book publishing, blog posts, and podcasts.



- **Collaborative Approach:** The APA summit involves structured, deep, and engaged conversations among scholars, junior academics, PhD students, industry professionals, and institutional actors.
- **Platform for Shared Insights:** The summit serves as a platform merging academic and industry insights into the phygital realm. It assists academics in connecting with the industry and exploring the collective publishing process.
- **Science-Driven Business Solutions:** Our summit connects industry, academia, and policymakers for creating cutting-edge phygital insights. We focus on science-based solutions ready for business innovation.

Submission Instructions – “Phygital Impact” Workshop

The “Phygital Impact” Workshop is a platform that empowers professionals to effectively navigate and embrace phygital transformation in their businesses through structured learning, application, and discussion of phygital business models and strategies for a seamless blend of their physical and digital channels. The deadline for submissions is **October 5, 2024**. All submissions must include a one-page proposal and be submitted via the APA Paris Summit 2025 submission portal: <https://www.aibxd.com/phygital-hub/apa-paris-summit-2025> indicating the “Phygital Impact” Workshop format. Please ensure your proposal complies with all submission guidelines.

In this workshop, accepted attendees will experience the transformative power of phygital implementation for designing human-centric, immersive, and engaging experiences that seamlessly connect physical and digital platforms. This workshop is meticulously curated and led by the renowned authority in phygital transformation and human-centric business experience design, **Dr. Wided Batat**. As the founder of the Phygital Ecosystem and the Phygital Research Paradigm, Dr. Batat brings her extensive knowledge and expertise to this workshop, making it an invaluable opportunity for businesses, executives, consultants, and entrepreneurs navigating the challenges of phygital transformation. The aim is to help you design a human-centric business model that merges the physical and digital worlds while generating positive societal impact. The workshop is open to all but remains selective, **with a limit of 20 seats** to ensure quality and personalized learning.

What are the outcomes? This workshop offers participants a deep dive into phygital transformation. The morning sessions focus on insights, strategic frameworks, practice, and case studies of successful phygital models. In the afternoon, participants will have the opportunity to apply these strategies to their own cases. Participants can compete for the “APA Phygital Big Idea Award,” with the best selected ideas and projects being featured in a business book by a prominent American publisher and in the leading APA journal, Phygital Business Review (PBR). The event also serves as a networking



platform, enabling participants to access one-on-one consulting sessions, join an innovators' community, and gain exposure for their projects, ideas and businesses on APA's platforms.

Submission instructions: To apply, submit a one-page proposal with your details:

- Full Name
- Company
- Position
- LinkedIn URL
- Email
- 300-word description of:
 - Your goals for attending the workshop
 - Your specific phygital challenges
 - Your interest in publication:
 - A book chapter in a curated edited business book series published by a renowned American business book publisher
 - Submission of your idea to the Phygital Business Review

IMPORTANT

For track participants interested in publishing, if you wish to have your book chapter or article considered for publication, each participant must pay their registration fees for the summit. The final date to register is **November 25, 2024**. Failure to comply will result in the withdrawal of your submission, making it ineligible for publication.

Your Journey: Before, During, and Post APA Summit

Pre-Summit: Once your proposal is accepted, you can start brainstorming concepts for the piece introducing your business idea that you want to discuss and publish in the business book or review. Participants should also register and pay their registration fees to secure their spot among the limited seats.

During the Summit: You will attend workshops and be guided through a process where you learn, implement, and create your idea project that will be finalized and refined within a day. The idea project will be showcased in the "Big Idea Pitch" session, where the scientific-industry committee board will provide valuable insights to enhance the business article and book chapter draft's contributions and quality. Additionally, the best idea will be selected in the category of contribution to phygital business and societal impact. The announcement of the selected idea pitch will be made during the Summit Gala Dinner at the end of the day. A certificate of completion of the "Phygital Impact" Workshop will also be delivered to all participants.

Post-Summit: Track members will have two to four months after the summit to finalize their articles and book chapters and submit them to the book curator and the Editor-in-Chief of the Phygital Business Review. The submissions will undergo a double-blind review process, designed to be efficient and time-focused, acknowledging the importance of time for authors. Selected participants

from the “Phygital Impact” Workshop will also be invited to consider dissemination opportunities to establish their authority and expertise in the field of phygital through podcast formats and online insights articles.

Submission Instructions – “Author to Publish” Workshop

The “**Author to Publish**” Workshop promotes the advancement of phygital science by providing a platform for researchers to publish in APA Summit’s partner ‘A’ journals. Its structured format aids the research paper writing and publishing process, offering guidance at all stages and opportunities to write, refine, present, and publish papers.

All submissions must include an abstract proposal and be submitted via the APA Paris Summit 2025 submission portal at <https://www.aibxd.com/phygital-hub/apa-paris-summit-2025>, indicating the “Author to Publish” Workshop format. Please ensure your proposal complies with all submission guidelines. The deadline for submissions is **October 5, 2024**. You can choose between two tracks: the *Chaired Track* or the *Regular Track*.

Our ‘A’ journal partner for this year is the esteemed Journal of Macromarketing (Sage Publishing, USA). You can refer to the APA Paris Summit 2025 Journal of Macromarketing Call for Paper at: <https://journals.sagepub.com/pb-assets/cmscontent/JMK/Call%20for%20Papers%20JMK%20-%20APA%20Paris-1722272804177.pdf>. Please stay tuned and consult the APA Paris Summit 2025 website for the call for papers and other academic journals (to be announced soon).

Who can submit a proposal?

In the *Chaired Track*, only the senior academic track chair can submit a proposal for all participants. In the *Regular Track*, all individuals, regardless of academic status or seniority, are invited to apply.

Chaired Track: This track is open to senior academic profiles. Only the senior academic track chair can submit a proposal for all participants. Abstract proposals should include:

- Selected theme (from the 12 thematic sessions, see below)
- Working title of your article project
- Chair’s full name, position, affiliation, email, country, and a 150-word bio
- Co-chair’s full name, position, affiliation, email, country, and a 150-word bio
- Track members’ full names, positions, affiliations, countries, and emails
- Abstract (not exceeding 500 words) that includes purpose and novelty, contribution to phygital research, societal and industrial impact, theoretical advancements, and expected practical implications in phygital research.



We recommend for inclusivity, diversity, and empowerment of young academics and professionals that each track should follow these guidelines to ensure inclusivity and bridge the gap between academia and society:

- Track chair: Senior academic profile
- Co-chair: Mid-career academic profile
- Balance of senior and junior academic profiles
- At least one industry profile
- At least one public policy or non-profit, activist profile
- At least one PhD student profile
- Balance of participants from developed and developing countries

Regular Track: This track is open to all (academics, industry, and non-academics). Individual abstract proposals should include:

- Selected theme (from the 12 thematic sessions, see below)
- Working title of your article project
- Author's full name, position, affiliation, email, country, and a 150-word bio
- Abstract (not exceeding 500 words) that includes purpose and novelty, contribution to phygital research, societal and industrial impact, theoretical advancements, and expected practical implications in phygital research.

IMPORTANT

For both chaired and regular tracks, if you wish to have your coauthored article considered for publication in the special issue of the APA Summit, published by our 'A' journal partner, the Journal of Macromarketing, all accepted participants must register and pay their registration fees for the summit. The final date to register is **November 25, 2024**. Failure to comply will result in the withdrawal of your submission, making it ineligible for publication in the journal.

How does it work?

The APA Phygital Summit serves as an excellent platform merging academic and industry insights into the phygital realm. It assists academics in connecting with the industry, improving their craft, and exploring the collective publishing process. This process advances research in the field and benefits academics, industry and policy makers. The summit chaired and regular tracks are structured around three key pillars:

- **Each track is a space for innovation and experimentation, building an academia-industry network of bright minds and promising junior researchers and professionals.** Each track aims to tackle the pressing need for building human-centric organizations and



brands in the phygital realm, which seamlessly blend physical and digital worlds for positive impact. Our philosophy is rooted in the understanding that there is no universal panacea for generating impactful research. Consequently, we view each track as a unique realm of opportunity. We invite senior and junior academics, PhD students, non-academics, NGOs, and other institutional organizations, as well as academics and scholars from non-business science disciplines, to introduce new human-centric solutions, theories, and perspectives that bridge the physical and digital for positive transformation at individual, business, economic, social, and environmental levels.

- **Each track should be approached as an evolving collaboration that benefits all members involved.** Each member will share knowledge, resources, and ideas to target academic publication and other proposed outlet opportunities. The track should be approached with a tangible mindset to make it concrete and thus benefit all members. The chair and co-chairs of the track will lead the project, guide the members towards the final outcomes, and decide on the directions to achieve this objective. Likely, the track chairs and members will start working on their topics before the summit, refine their publication project during the summit to be presented and approved by the scientific committee. The phase following the summit will focus on the refinement of drafts and their submission to the journal's special issue. This process involves collaboration with publishers who have partnered with the APA Summit, facilitating a double-blind review process.
- **Each track should take into account and reflect on the translation of their research into human-centric, ready-to-implement solutions in the phygital realm for positive changes.** These solutions will be submitted for dissemination across different outlets such as a business book, podcast, online blog publication, and others.

To help disseminate and promote the research produced during the APA Summit, the formats of publication generated include: invite-only academic publications produced by the summit track in collaboration with our top-tier academic journal partners alongside other academic publications, business publications in partnership with our business publisher partners, case studies, academic and business book publishing opportunities, online blog publications, and podcast publications.

The 12 Thematic Sessions

The APA Summit offers a diverse range of topics, each meticulously designed to examine the multifaceted aspects of the dynamic field of phygital. From the intricacies of human-centric design to the complexities of data privacy, and from the art of devising effective marketing strategies to the anticipation of future trends, these tracks encompass a broad spectrum of topics. We invite track chairs to contribute their insights by submitting a **proposal** to any of these 12 thematic sessions:



Session Theme	Description
Phygital Interfaces and Human-Centric Design	This track explores the integration of physical and digital interfaces in business and the role of human-centric design principles in creating phygital spaces. It focuses on how this convergence can drive positive change and foster positive interactions and outcomes.
Theory-Driven Methods for Phygital Integration and Transformation	This track investigates the application of theory-driven methods in the successful integration of physical and digital realms and how phygital transformation can instigate positive organizational and marketplace change.
Phygital Marketing Strategies and Consumer Behavior	This track discusses the development and implementation of marketing strategies in the phygital realm and examines phygital consumer behavior, emphasizing their potential for positive impact.
Data Privacy and Ethics in Phygital Spaces	This track addresses the critical issue of data privacy in phygital spaces and the importance of ethical considerations in phygital business implementation. It explores how businesses can ensure human-centric and ethical solutions in this context.
Phygital Innovation, Entrepreneurship, and Sustainable Practices	This track explores how phygital innovation can drive entrepreneurship and how businesses can implement sustainable practices in the phygital realm. It focuses on the role of human-centric solutions in this process and their potential for positive impact.
Phygital Applications in Education, Healthcare, and Social Impact	This track delves into the role of phygital technologies in education and healthcare and examines the social impact of phygital technologies. It investigates how they can drive positive change through human-centric solutions.
Phygital Experiences in Retail, Luxury, Tourism, and Hospitality	This track examines the role of phygital experiences in transforming the retail and luxury industries and their application in tourism and hospitality.
Phygital Service Management and Customer Experience	This track underscores the importance of a human-centric approach in designing and delivering services, with the aim of fostering positive change and enhancing customer satisfaction in the phygital landscape. This track offers valuable insights for professionals who aspire to harness digital innovations while prioritizing human experiences.
Phygital Business and Employee Experience	This track investigates the intersection of physical and digital experiences in the business context, specifically focusing on employee experiences. It emphasizes the importance of integrating digital advancements with traditional business practices to enhance employee engagement and productivity in the phygital environment.
Phygital Well-Being	This track emphasizes the importance of inclusivity, accessibility, and user well-being in the creation and application of phygital solutions. It aims to explore strategies to enhance engagement, improve customer satisfaction, and utilize technology to boost business outcomes, while ensuring the well-being of the users.
Phygital Research Techniques and Future Trends	This track introduces innovative research methods for studying phygital phenomena and predicts trends and future developments in the phygital landscape.



Phygital Advertising and Generative AI Strategies	This track seeks to answer key questions such as how advertising can be effectively implemented in phygital spaces and the role generative AI plays in these strategies. This track serves as a platform for stakeholders to discuss, learn, and share insights about the future of advertising in phygital spaces and the transformative role of generative AI in shaping these strategies.
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Your Journey: Before, During, and Post APA Summit

Pre-Summit: Once your track proposal is accepted, we strongly advise track chairs to connect with their members. This is the perfect time to kick-start the process of creating and refining a draft, organizing tasks, and overseeing the work. For the regular track chair, a senior chair will be assigned to the track and will be in contact with the track members to initiate the research design process.

During the Summit: Track chairs will guide each member to finalize the core research idea of their article within a day. These ideas will be showcased in the “Big Idea Pitch” session, where the scientific committee board will provide valuable insights to enhance the draft’s contributions and quality. Additionally, the most innovative and transformative “Big Idea for Positive Change” will be selected in three AWARD categories: contribution to phygital research, contribution to phygital business, and contributions to phygital societal impact. The chosen research pitch will be honored during the Summit Gala Dinner. Also, a certificate of attendance and presentation will be delivered to all participants.

Post-Summit: Track members will have four months after the summit to finalize their articles and submit them to the ‘A’ journal special issue. The submissions will undergo a double-blind review process, designed to be efficient and time-focused, acknowledging the importance of time for authors. Track members can also consider other dissemination outlets offered by the APA Summit to help bridge academia, industry, and the larger public. These include publishing research in a business book, an online blog magazine, or a podcast format.