

Conf-IRM 2026

25-27 May 2026

Estonian Business School, Tallinn, Estonia

Track 7: Platforms, Social Media, and Digital Communities

We are pleased to announce the track “Platforms, Social Media, and Digital Communities” at Conf-IRM 2026. This track examines the evolving influence of digital platforms and online communities in shaping individual behaviors, organizational strategies, and societal change. In an increasingly platform-driven world, social media and digital communities serve as key enablers of connection, creativity, and commerce. They drive innovation, enable new business models, and redefine how people engage, share, and express themselves online. At the same time, the growing demand for algorithmic explainability, fairness, and ethical governance highlights the need for transparent and trustworthy systems. Moreover, the rise of the content creator economy and the commercialization of engagement have transformed social media into powerful business ecosystems, raising new questions about sustainability, value, and influence.

This track invites theoretical, empirical, and design-oriented papers that explore the opportunities and challenges emerging from the intersection of platforms, social media, and digital interaction.

Key Themes

- Evolution and Governance of Digital Platforms
- Platform Economics and the Content Creator Economy
- Business Models and Monetization Strategies in Social Media
- Online and Virtual Community Dynamics
- Social Media Engagement, Influence, and Identity
- Algorithmic Transparency, Explainability, and Accountability
- Ethical, Societal, and Policy Challenges in Platformed Environments
- AI-Driven Curation, Moderation, and Community Management
- Trust, Misinformation, and Digital Wellbeing
- Emerging Technologies and the Future of Digital Interaction (e.g., Metaverse, Web 3.0)
- Cross-Cultural Perspectives on Digital Collaboration and Inclusion

We warmly invite scholars, professionals, and innovators to join this dynamic track. Your research and perspectives will contribute to a deeper understanding of how platforms and digital communities are reshaping our connected world. We encourage you to submit your papers, share your experiences, and engage in meaningful dialogue with peers. Together, let us explore the transformative power of digital platforms and communities in contemporary society.

Track Co-Chairs

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