

## IT and Business Value

**Date:** March 14, 2003

**Location:** U.Va. The Darden School, Charlottesville, Va.

### Synopsis:

Organizations have been investing in information technology for decades based on the promise of improved productivity and increased business value. Yet, as the economy puts the squeeze on corporate budgets, managers are increasingly being asked to justify IT investments. This CMIT program will review the evidence on how investments in IT are linked to higher productivity and organizational transformation as well as other measures of economic performance. Our keynote speaker will present new research on the important role of organizational capital in successful IT projects and will show how the Matrix of Change tool can be used to manage business transformation. In addition, a panel of IT managers from private and public organizations will offer different perspectives on how they measure IT benefits and defend their budgets. The objective is to provide participants with a better understanding of the issues as well as a set of recommended practices to employ in the future.

### Agenda

9:30 - 10:00	Welcoming Reception & Registration
10:00 - 11:15	Erik Brynjolfsson, The George and Sandi Schussel Professor of Management and Director, Center for eBusiness, MIT Sloan School <i>IT-enabled Business Transformation: Using the Matrix of Change</i> <a href="#">Click here to view this presentation (low bandwidth)</a> <a href="#">Click here to view this presentation (high bandwidth)</a>
11:30 - 1:00	Panel Discussion Erik Brynjolfsson, MIT Bill DeLeo, Freddie Mac Bob Haycock, Office of Management and Budget Dan Riegel, Philip Morris <a href="#">Click here to view this presentation (low bandwidth)</a> <a href="#">Click here to view this presentation (high bandwidth)</a>
1:00 - 2:00	Lunch

### Speakers:

#### Erik Brynjolfsson

Erik Brynjolfsson is the Director of the Center for eBusiness at MIT (<http://ebusiness.mit.edu>), the George and Sandi Schussel Professor of Management at the MIT Sloan School and Director or Advisor of several technology-intensive firms. Professor Brynjolfsson was among the first researchers to measure the productivity

contributions of information technologies, and his research has been recognized with six “Best Paper” awards by fellow academics. He lectures worldwide on business strategy, pricing models and intangible assets, including keynote addresses at the Business Week CEO Summit, the Business Week CIO Summit, the Economist eBusiness Summit, and the eBusiness Expo. He is Editor of the Ecommerce Research Forum (<http://ecommerce.mit.edu/forum>), and several books including *Understanding the Digital Economy* and *Strategies for eBusiness Success*. Professor Brynjolfsson has served on the Editorial Boards of numerous academic journals as well as Time Magazine’s Board of Economists.

At the MIT Sloan School, Professor Brynjolfsson teaches a popular MBA course on Digital Business and a PhD seminar on IT, Organizations and Markets. He is an associate member of the MIT Laboratory for Computer Science and the MIT Center for Coordination Science. Professor Brynjolfsson previously served on the faculty at Stanford Business School and at Harvard University. He holds Bachelors and Masters degrees from Harvard University in Applied Mathematics and Decision Sciences and a PhD from MIT in Managerial Economics.