

## **Summer 1999: The Financial Justification of IT: Is there a Computer Paradox**

Speaker: Paul Strassmann, Strassmann, Inc. Consulting Services

### **Synopsis**

Mr. Strassmann will assert, based on a detailed study of 1,560 U.S. industrial corporations, that there is no evidence (yet) that computers have improved the productivity of corporate information management. This will be Mr. Strassmann's third trip to the Center for the Management of Information Technology. His recent lectures include a briefing to the Board of Governors of the Federal Reserve System entitled "Is There a Computer Paradox?", a Mindshare Conference workshop on "Measuring the Return on Investment from IT Projects," and the keynote address at the Conference on Information Technology Performance Management entitled, "Measuring and Evaluating the Productivity of Corporate Information Management."

About Mr. Strassmann:

- Paul A. Strassmann: Biography
- Selected 1999 Lectures
- Homepage for Strassmann, Inc.

Selected Works by Mr. Strassmann:

- Information Productivity (1999)
- The Squandered Computer (1997), #1 Bestseller in information management at amazon.com
- "Will Big Spending on Computers Guarantee Profitability?", in Datamation (Feb. 1997)
- Irreverent Dictionary of Information Politics: An Illustrated Glossary, with John Klossner, (1995)
- The Politics of Information Management (1994)
- The Business Value of Computers (1990)
- Information Payoff (1985)

Related Articles:

- "Beyond the Productivity Paradox: Computers are the catalyst for bigger change", by Erik Brynjolfsson (June 1998)

- "The Intangible Costs and Benefits of Computer Investments: Evidence from the financial markets", by Erik Brynjolfsson and Shinkyu Yang, (revised May 1998)
- "Has Business Squandered the IT Payoff?", originally appearing in Computer Finance (Jan. 1997)
- "The Productive Keep Producing: Successful companies support good business plans with the right information technologies", by Erik Brynjolfsson (Sep. 1995)
- "So, Where's the IT Payoff?", by Jessica Keyes, in Byte (May 1995)
- "Are Computers Boosting Productivity?", by J. Yannis Bakos, in Computerworld (Mar. 1995)
- "Probing the Productivity Paradox", by the editor, MIS Quarterly (June 1994)
- "The Coming Productivity Surge", by Michael Rothchild, in Forbes ASAP (Mar. 1993)