



Strategic Management of Digital Technologies

19-30, December 2016

Course Description

Today's organizations – Red Cross to Apple Computers -- are using digital/information technologies to enhance efficiency and productivity of their processes and operations while deploying them strategically to gain competitive advantage in the evolving digital world. For example, President of World Bank argues that its most valuable currency isn't money — it's information. Accordingly, in this course, we aim to provide an overview of how a firm can acquire, process, manage and safeguard its information assets. The course would focus specifically on how firms can manage their burgeoning E-Commerce operations.

This course is primarily meant for practitioners who will be involved in management of a firm's information assets. Naturally, much of this course pertains to introducing the student to the nature of the digital world, the opportunities that it presents as well as the challenges that it poses. This course is also useful to those doctoral students in Information Systems/Operations who are looking for challenging problems in the area of Information Economics. Accordingly, three class days will be devoted to analytical models that draw from this field. Keeping this in mind, this course would use a judicious mix of interactive lectures, case discussions/presentations, and analytical exercises.

Course takeaways

Upon the completion of the course, the participants would be:

- Aware of some of the effective ways IT can be applied to business problems and opportunities;
- Able to critically analyze and assess strategic relevance of Digital Technologies in diverse organizational contexts and industries;
- Able to apply conceptual frameworks discussed in class to real-life cases involving managerial decisions on how to leverage business opportunities in a networked and digital global economy;
- Aware of the challenges faced by those managing the operation, development, deployment, of E-Commerce Systems.

Dates Venue	19-30 December, 2016 (Two weeks, Mon-Fri) <i>IIM Bangalore</i>
Who should attend	Doctoral / post-doctoral students, academicians, representatives from the industry and research organisations who eventually would like to upskill.
Fees	<ul style="list-style-type: none"> • Doctoral / Post-Doctoral Students: Rs.2,300/- • Academician / Faculty: Rs.23,000/- • Representative of Industry / Research Organization: Rs.69,000/- (Fees mentioned above includes service tax.)
Note	<ul style="list-style-type: none"> • This program will be conducted at IIM Bangalore, Bannerghatta Road, Bangalore-560076; • The above fees include instructional materials, free internet facility, coffee/tea (twice) during break-time and lunch on program days; • Fee does not include accommodation and options for accommodation will be provided separately to interested candidates; • Maximum number of registrations (on first-come basis): 30

Teaching Faculty



Giri Kumar Tayi is a Professor of Management Science and Information Systems at the State University of New York at Albany. He obtained his Ph.D. from Carnegie Mellon University and his research and teaching interests are interdisciplinary and span the fields of Information Systems, Operations Management and Operations Research. He has published over 55 refereed journal articles, has over 60 conference proceedings/ presentations, and several book chapters covering the above three fields.



Ishwar Murthy is a professor in the area of Decision Sciences and Information Systems and also the Dean (Faculty) at IIMB. His research interests are in Network and Discrete Optimization, Stochastic Optimization, Mathematical Programming Applications in Telecommunications and Expert Systems. Professor Murthy has numerous publications in leading journals such as Management Science, Operations Research, Naval Research Logistics, Networks and INFORMS Journal on Computing.

Please register online through this link:

<http://www.iimb.ernet.in/regn/gian/>

For additional queries, please send an email to: giancourse@iimb.ernet.in

The options for accommodation close to IIMB Campus are mentioned in the registration form. Participants are requested to contact the hotel directly and make their own arrangements to commute to IIMB for the GIAN course.

Course Director

Ishwar Murthy

Professor & Dean (Faculty), IIMB

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<http://www.gian.iitkgp.ac.in/GREGN>