Center for eBusiness Annual Conference

Overview and Update

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Director

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Two Questions

• Does eBusiness Matter?

• Is the MIT Center for eBusiness making a difference?
IT and Productivity: The Data Speak

Productivity (relative to industry average)

IT Stock (relative to industry average)
The Question

What differentiates successful IT users from failures?
Maturity?

Source: Brynjolfsson and Yang, 1996, (Updated)
Information Technology Share of private nonresidential fixed investments

- Information processing equipment and software
- Computers and peripheral equipment
- Software

Chart showing the percentage of investment in information technology from 1947 to 2004, with a steady increase in the share of investments.
Conclusion
As IT becomes cheaper and more ubiquitous,

• opportunities for ebusiness innovations grow combinatorially,

• and the expertise needed becomes relatively more valuable.

Thus, ebusiness knowledge matters more now than ever.
Two Questions

- *Does eBusiness Matter?*
- *Is the MIT Center for eBusiness making a difference?*
Our Mission

To be the leading academic source of innovation in management theory and practice for eBusiness.
By the Numbers...

- 100+ Lunch Seminars
- 15 Research Workshops
- 5 Annual Conferences
- 60+ Projects
- Half of Sloan’s Faculty Involved
- 116 Working Papers
- 7 Books
- 90+ Press Hits
- 100+ Students Participating in the Research
- 2000+ Students Learning from our Research
Our Business Model

Industry

Research  Education

Rigor and Relevance
Conference Highlights

• SIGs Workshops
  * Digital Marketing  * Global Financial Services
  * Digital Productivity  * Communication Futures
  * IT Products & Services

• Keynote
  – Hal Varian, UC Berkeley, Author & Researcher
    “Drivers of Innovation, Past and Present”

• CIO Symposium
Welcome to the MIT Center for eBusiness

The MIT Sloan School of Management created the Center for eBusiness at MIT to provide leadership for faculty, students, and industry interested in Internet-enabled business. Developments in this field are transforming the economy, while creating new opportunities and challenges.

Our mission is to be the leading academic source of innovation in management theory and practice for eBusiness. We have established a large-scale research program, involving over 50 faculty, participating in 54 projects, and funded by generous industry support.

The Center for eBusiness at MIT builds on over 30 years of MIT research on the Internet and its predecessors. This web site provides information about our research, sponsor activities, events, and related resources. Overview>>

To Learn More: http://ebusiness.mit.edu