Digital Productivity
Special Interest Group

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Track Director
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eBusiness > Technology

Information Technology Capital (10%)

Technological Complements (15%)

Organizational Assets (75%)
Including Human Capital, Business Processes, Culture

*Intangible Assets are more important in the Information Economy*

Image by Ralph Clevenger
Overview

- **Key Question:** How can business processes, organizational structures and corporate culture be reshaped using information and communications technologies to measurably increase business performance?

- **Sponsors:** Amazon, British Telecom, Cisco Systems, CSK, France Telecom, Intel, PricewaterhouseCoopers, SAP
  - In addition, over a million dollars in funding has been provided by the **U.S. National Science Foundation**.

- **Disciplines:** Economics, Coordination Science, Finance, Information Systems, Organizational Science, Computer Science
10 Faculty

- Prof. Erik Brynjolfsson, Information Technology
- Prof. Benjamin Grosof, Information Technology
- Prof. S. P. Kothari, Economics, Finance and Accounting
- Dr. Robert Laubacher, Coordination Science
- Prof. David McAdams, Economics, Finance and Accounting
- Prof. Thomas Malone, Information Technology and Organization Studies
- Prof. Wanda Orlikowski, Information Technology and Organization Studies
- Dr. John Quimby, Information Technology
- Prof. Marshall van Alstyne, Information Technology
- Prof. Shinkyu Yang, Information Technology
Current Initiatives

- **How Do IT and Information Flows Affect Productivity?**
  - A study individual and group information worker productivity at executive recruiting firms. (Marshall van Alstyne, project leader)

- **Measuring the Digital Organization.**
  - A toolkit for evaluating and diagnosing the adoption of digital practices at the enterprise, division or workgroup level (Erik Brynjolfsson and Shinkyu Yang, Project Leaders)

- **The eBusiness "Process Handbook"**
  - Documents several thousand interesting IT-enabled business models, processes and technologies. (Thomas Malone and Robert Laubacher, Project Leaders)
Recent Projects

• A statistical analysis of the **productivity effects of business practices** and culture at several hundred businesses. (NSF, Cisco)

• Estimation of the **intangible costs and benefits of IT projects**, including in human and organizational capital. (CSK, Cisco)

• Internet-enabled business process outsourcing with an initial focus on the **geography of call centers** (CSK)

• The development and field use of the "**Matrix of Change**", a tool for business process redesign. (BT)
To Learn More

Digital SIG Workshop Here This Afternoon

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