



3rd E-BUSINESS MEETING

INFORMATION, TECHNOLOGY AND VALUE: IN SEARCH OF THE VIRTUOUS CIRCLE

March 4th, 2004, IESE Business School-Madrid

Introduction

Previous meetings organized by the e-business Center PwC&IESE have focused on companies' experiences during the Internet bubble and its subsequent collapse, and the way traditional companies have been transformed to obtain maximum competitive advantage from information and communication technologies (ICTs).

This year, there has been a lively debate on the importance of ICTs. Some authors argue that ICTs no longer provide competitive advantage in business because they have become *utilities*, are all-pervasive and are available to all companies. This opinion is based on the fact that the impact of new technologies dwindles as they become cheaper and more widespread.

The e-business Center PwC&IESE believes that what determines whether ICTs are strategic or not is not technology itself (the software or the hardware), but the way it is used. In other words, the more important component of the "information technology" binomial is information. Anyone can acquire technology, but information belongs exclusively to each individual company. While technologies may become a *utility*, information allows companies to differentiate themselves from one another and so gives them an advantage over their rivals.

Aims

In this 3rd e-business Meeting we would like to discuss how information, technology and value may reinforce one another in a virtuous circle. A select group of experts and business people will debate and analyze experiences in which ICTs add value to business. The subject will be addressed from different angles:

- Companies' internal processes
- Customer relationships
- Emerging technologies
- Corporate governance

The meeting thus offers a space for debate and reflection in which managers and professionals may:

- Analyze how new information and communication technologies help to make companies more competitive and improve their business strategy.
- Exchange experiences with other leading managers and professionals.

Who should attend

The e-business Meeting is for CEOs, Marketing Directors, Operations Directors, and Directors of Organization and Systems.

Directors

Prof. Josep Valor
Information Systems Dept. Director, IESE
Co-Director, e-business Center PwC&IESE

Prof. Sandra Sieber
Information Systems, IESE
Academic Director, e-business Center PwC&IESE

Mr. Jesús Díaz de la Hoz
Managing Partner, PricewaterhouseCoopers
Co-Director, e-business Center PwC&IESE

Data

IESE, Madrid. 4th of March of 2004
Deadline for registration: Thursday 26th February, 2004
Registration Fee: 770 €
IESE Alumni Fee (10% dct.): €693
IESE Members Fee (30% dct.): €539

More information

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