

Tutorial on Strategy and Information and Communication Technology (I & CT)

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Overview:

Today's managers need all the help they can get. Their companies are being buffeted on all sides for changes. They are facing many challenges and questions are many:

How to use Information Technology for strategic significance and how it is affecting all business? How will advances in information technology affect competition and the sources of competitive advantage? What strategies should a company pursue to exploit the technology? What are the implications of actions that competitors may already have taken? Of the many opportunities for investment in information technology, which are the most urgent?

To answer these questions, one must first understand that information technology is more than just computers. Today, information technology must be conceived of broadly to encompass the information that business create and use as well as a wide spectrum of increasingly convergent and linked technologies that process information. In addition to computers, then, data recognition equipment, communications technologies, factory automation, and other hardware and services are involved.

Content:

- Introduction to Strategy and Information Technology
- Creating and Sustaining Competitive Advantage with Information Technology
- Formulation of Information Systems Strategies
- Implementing Information Technology Strategy
- Strategy and Organization
- Electronic Commerce: Trends and Opportunities
- Case Studies

Presenter biography:

Prof. Dipak Khakhar was born in Bombay, India in 1943. He took Bachelor degree with honours in Industrial Engineering and Management at Loughborough University of Technology in 1968 and Ph.D. in Information and Computer Sciences in 1978 at Lund University. He has worked as IT and Organisation consultant for a number of national and international companies. He has been dean of the department of Informatics, Lund University between 1989 and 1994. He has also been the national co-ordinator at The Council for The Renewal of Undergraduate Education. Currently, he holds a position as associate professor at the department of Informatics at Lund University. Dipak Khakhar is also the Treasurer of IFIP and a vice-president of ICC.