

Digital Business: Technologies and Transformation

Introduction

Organizations can develop competitive edge through exploitation of digital technologies namely cloud computing, big data and analytics, mobile networks, social media, and the Internet of Things. By effectively leveraging these technologies they can go beyond boosting efficiency and drive new business models, develop new revenue streams, or drive other material changes that lead to an increase in the top or bottom lines. A number of companies such as Amazon, Netflix, Uber, GE, Nike etc. have successfully managed to transform their business to digital business.

The “Digital Business: Technologies and Transformation” workshop will help the students understand the fundamentals of the digital technologies and the principles and practices that lead to successful digital transformation. The workshop will focus on four digital disciplines:

- Delivering operational excellence by complementing operational processes with analytics
- Product innovation by leveraging digital technologies
- Enhanced customer experience through recommendations and personalized services
- Accelerated innovation by leveraging business networks

The workshop will include a mix of dynamic lectures, interactive discussion, and group work in small teams. Sessions will focus on digital technology fundamentals and case studies of how organizations have managed to innovate and drive digital transformation.

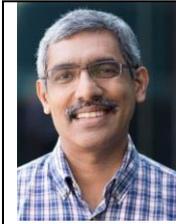
Duration: 1 Day

Learning Outcomes

Upon completion of the workshop, participants will be able to:

- Evaluate the opportunities and challenges of different digital technologies namely, cloud computing, big data and analytics, mobile networks, social media, and the Internet of Things in driving transformation
- Analyse digital transformation case studies to explain how an organization can:
 - Digitally enhance operations
 - Engage better with their customers
 - Create a digital vision
 - Govern their digital activities
- Ideate how an existing organization can become digital and formulate a digital transformation strategy

Workshop Facilitators



Prof Venky Shankararaman
Professor of Information Systems (Education)
Associate Dean (Education)
School of Information Systems, Singapore Management University
venky@smu.edu.sg

Venky Shankararaman is a Professor of Information Systems (Education) and Associate Dean (Education) at the School of Information Systems, Singapore Management University. He holds a PhD in Engineering from the University of Strathclyde, Glasgow, UK. His current areas of specialization include business process management and analytics, enterprise systems architecture and integration, and education pedagogy. He has over 25 years of experience in the IT industry in various capacities as a researcher, academic faculty member, IT professional and industry consultant. Venky has designed and delivered professional courses for government and industry in areas such as business process management and analytics, enterprise architecture, technical architecture, and enterprise integration. He has published over 65 papers in academic journals and conferences.



Prof Swapna Gottipati
Assistant Professor of Information Systems (Education)
School of Information Systems, Singapore Management University
swapna@smu.edu.sg

Swapna Gottipati is an Assistant Professor of Information Systems (Education) at the School of Information Systems, Singapore Management University. Her research interests include text analytics, natural language processing, information extraction, opinion mining, machine learning and social networking. Her main focus is to enhance data mining models while she applies her research findings to software, education, security and mobile applications. Prior to joining SMU, she worked as a consultant for banking, financial, health and mobile projects, where she designed, developed and supported various software systems.