

PLENARY SESSION

1D: Saturday, January 6, 2018, 4:40-5:10

Session Chair: Jayanthi Ranjan

Speaker: Choton Basu

University of Wisconsin-Whitewater, USA

Old Paradigm, New Paradigm: Business Transformation in Information Age

This keynote examines the primary trends and forces of the information age driving the transformation of traditional businesses to digital corporations. This transformation effects large corporations as well as startups impacting business processes, strategy, structures and eventually changing the underlying business model(s). The presentation includes several specific cases and examples where such transformation has ushered in new ways of doing business and allowing companies to move into new market segments and develop new business models. For others, this continues to be a challenge and these trends threaten to displace their way of doing business. The renewed focus on metadata, rise of analytics, cloud computing, intelligent systems and other trends are forcing organizations to make a swift transition to the new paradigm of doing business.

Dr. Choton Basu is the Sam Walton Fellow and professor of Information Technology and Supply Chain Management (ITSCM) at University of Wisconsin-Whitewater. He recently completed a three-year tenure as the Irvin L. Young Endowed Chair of Entrepreneurship. His areas of specialization include Entrepreneurship, Information Technology, Business Model Innovation, Process Reengineering, Digital Organizations, Business Analytics, IT Business Strategy, Mobile and Web-enabled business. He has successfully been funded for over 2 million dollars of grant funding. He serves as Chief Executive Officer/founder of Slipstream, LLC. Dr. Basu has played key roles in numerous startups and IT-driven projects over the past 20 years, leveraging his unique background to help companies generate new business models and go global. He has been involved in various capacities in over 30 startups. His passion centers around social entrepreneurship initiatives.