



**Fisher Center for Information Technology and
Marketplace Transformation**
*Haas School of Business
University of California, Berkeley*



The Fisher Center for Information Technology and Marketplace Transformation (CITM)

Overview of Current Status

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<http://haas.berkeley.edu/citm>

Presentation Outline

- **eBusiness Research Challenges**
- **Success Factors**
- **Overview of Fisher CITM**

Challenges

- **Startup & Ramp-up**
 - Scope (focus vs. breadth; research vs. teaching vs. outreach)
 - Constituencies and Value proposition
 - Funding
 - Critical mass of resources
 - Rules of the game
- **Steady-state: sustaining the achievements**
 - Managing expectations
 - Coping with downturns
 - Watching for “hostile takeovers”
- **Establishing and managing interdisciplinary research**
- **Entrepreneurship in a bureaucratic environment**

Success Factors

- Sponsoring models:
 - “Give me \$ and I will do great things” vs.
 - “here is what I do; like it? Then give me \$” models
- Balance sources of funding
- Explicit “focus” definition and adherence to it
- Explicit value proposition
- Explicit role of advisory board (minimize number of meetings)
- Managing relationships
- Managing Expectations
- Smart partnerships
- Practicing eBusiness

Success Factors (Continued)



• Art of Balancing

- Balancing conflicting demands, e.g., academic vs. industry research
- Short term vs. long term
- Research activities vs. outreach events
- “Safe balancing” vs. “Risky balancing”

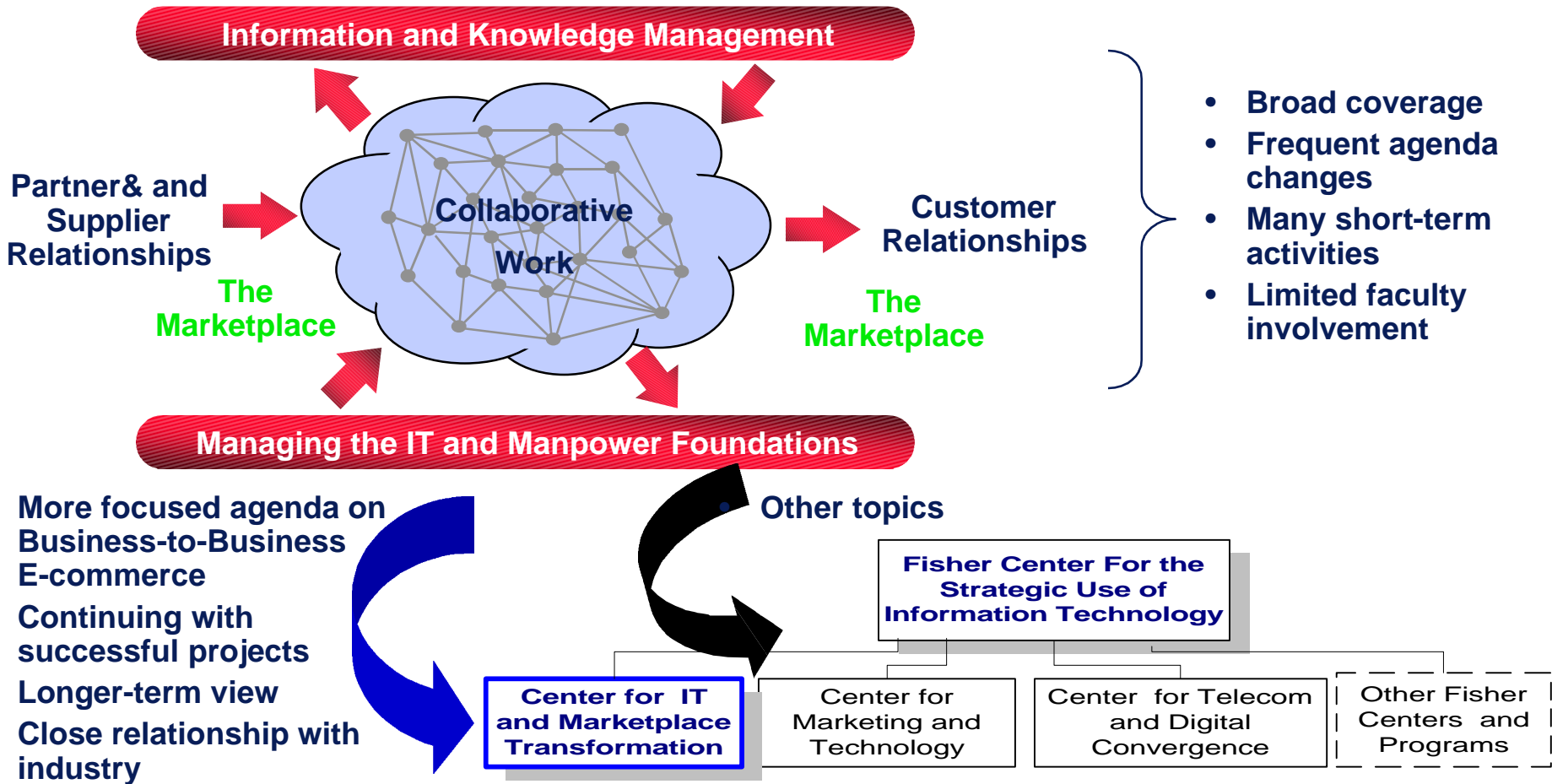


• Art of Juggling (that is, “balance while you juggle”)



Transitioning to Center for IT & MPT Leveraging Success and Core Competencies

Fisher Center for Management and Information Technology



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CITM's Research Map

