



Prof. Erik Brynjolfsson

Leading Authority on the Economics of IT



CSA CELEBRITY SPEAKERS

Erik Brynjolfsson is the Schussel Family Professor at the MIT Sloan School of Management, Director of the MIT Center for Digital Business, Chair of the MIT Sloan Management Review, and the Editor of the Information Systems Network. He has made important contributions to the world of IT Productivity research and his research has been recognized with nine "best paper" awards by fellow academics and five U.S. patents.

"Erik Brynjolfsson provides an important roadmap for future technology innovation"

In detail

Erik Brynjolfsson earned his A.B., Magna cum laude, and S.M. in Applied Mathematics and Decision Sciences at Harvard University. He received a Ph.D. in Managerial Economics from the MIT Sloan School of Management and has served on the faculties of MIT, Harvard and Stanford Business School. At MIT, he teaches a class on The Economics of Information: Strategy, Structure and Pricing and hosts a related blog Economics of Information. He currently serves as a director or advisor for several firms and non-profit organizations.

What he offers you

Prof. Brynjolfsson's research and teaching focuses on how businesses can effectively use information technology (IT) in general and the Internet in particular. His recent research examines intangible assets, information worker productivity, the Long Tail in digital goods, and business process replication. He lectures and consults worldwide on Internet strategy, pricing models and intangible assets to audiences interested in the business and economics of information technology.

How he presents

In his concise, valuable presentations, Erik Brynjolfsson skilfully provides a wealth of evidence about the effects of business investments in information technology on companies and the overall economy.

Topics

Roadmap for Future Technology Innovation
How Businesses can Effectively Use IT
Internet Strategy for Today's Business Success
The Economics of IT
Organizational Capital and Intangible Assets

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2009

Wired for Innovation: How Information Technology is Reshaping the Economy (with Adam Saunders)

2002

Understanding the Digital Economy: Data, Tools, and Research (with Brian Kahin)

2001

Strategies for E-Business Success (with Glen Urban)