

Prof. Erik Brynjolfsson

Leading Authority on the Economics of IT

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

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*.

TOPICS:

- The Second Machine Age: Work, Progress and Prosperity in a Time of Brilliant Technologies
- Big Data and Data Driven Decision Making
- Competing in the Age of Omni Channel Retailing
- Using IT to Drive Innovation
- Productivity and Employment in the Digital Economy
- Internet Commerce and Competition: The Long Tail

LANGUAGES:

He presents in English.

PUBLICATIONS:

2016	The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies
2012	Race Against the Machine: How the Digital Revolution is Accelerating Innovation, Driving Productivity, and Irreversibly
2009	Wired for Innovation: How Information Technology is Reshaping the Economy (with Adam Saunders)

2017 Machine, Platform, Crowd: Harnessing the Digital Revolution (with co-author Andrew Mcafee)

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 has made important contributions to the world of IT Productivity research and his research has been recognised with nine “best paper” awards by fellow academics and five U.S. patents. He currently serves as a director or advisor for several firms and non-profit organisations.

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. 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.