



1st DIGITAL TRANSFORMATION AND STRATEGY FORUM

June 2, 2017

Cass Business School

Room 2002,

106 Bunhill Row, London, UK

[#DLRC_cass](#)

Event funded by the Cass Digital Leadership Research Centre

**Cass Business School, City, University of London
106 Bunhill Row, EC1Y 8TZ, London, UK**



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June 2, 2017 – Cass Business School, Room 2002, 106 Bunhill Row, London, UK

Agenda

June 1st 2017, 1830	Welcome dinner (by invitation) <i>South Place Chop House, 3 South Pl, London EC2M 2AF</i> http://southplacehotel.com/eat-and-drink/south-place-chop-house/
June 2nd 2017	Digital Transformation and Strategy Forum Room 2002, Cass Business School
9.15 – 9.30	<u>Welcome and introduction</u> Gianvito Lanzolla and Elena Novelli , Forum Co-Chairs
9.30 – 11.00	<u>Session 1: Digital Transformation and Ecosystems</u> Chair: Elena Novelli (City, University of London) Carmelo Cennamo (Bocconi University): “Towards a Theory of Ecosystems”, joint with Michael Jacobides and Annabelle Gawer Annabelle Gawer (University of Surrey): “Digital Platforms, Innovation and Competition” Tobias Kretschmer (LMU Munich): “Platform Architecture, Multihoming and Complement Quality: Evidence from the U.S. Video Game Industry”, joint with Carmelo Cennamo and Hakan Ozalp Hüseyin Tanriverdi (University of Texas at Austin): “Vigilance, Coevolution, and Redefinition Capabilities for Surviving and Thriving In Digitally-Enabled Complex Business Ecosystems” joint with Shi Ying Lim Fernando Suarez (Northeastern University): Comments and agenda going forward
11.00-11.30	Coffee break
11.30-13.00	<u>Session 2: Digital Transformation, Entrepreneurship and Innovation</u> Chair: Santi Furnari (City, University of London) Anil Doshi (University College London): “Diffusion through Generation Cohorts” Lorenz Graf-Vlachy (University of Passau): "Discontinuous Innovations and Institutions", joint with Julian Lehmann, Florian Weber and Andreas König Harry Scarbrough (City, University of London): "Developing The Diffusion Perspective On Digital Innovation" Gautam Ahuja (University of Michigan): Comments and agenda going forward
13.00	Lunch



14.00-15.30	<u>Session 3: Digital Transformation, Value Creation and Value Capturing</u>
	<p>Chair: Ajay Bhalla (City, University of London)</p> <p>Paolo Aversa (City, University Of London): "Decision-Making With Big Data: How To Design Information Systems With The Practice In Mind?", joint with Laure Cabantous, Stefan Haefliger</p> <p>Tim Hilken (Maastricht): "Is this for Real? Yes...Augmented Reality is changing the Customer Experience", joint with Ko de Ruyter</p> <p>Feng Li (City, University of London): "Harmonising Business and Social Values Through Digital Business Models"</p> <p>Diego Zunino (Copenhagen Business School): "Badge of Honor or Scarlet Letter? Unpacking Failure in Venture Teams", joint with Mirjam van Praag and Gary Dushnitsky</p>
	Costas Markides (London Business School): Comments and agenda going forward
15.30-15.45	Coffee break
15.45-17.15	<u>Panel debate: Digital Transformation and Strategy: Do we need new frameworks?</u>
	<p>Chair: Gianvito Lanzolla (City, University of London)</p> <p>Gautam Ahuja (University of Michigan)</p> <p>Costas Markides (London Business School)</p> <p>Fernando Suarez (Northeastern University)</p> <p>Hüseyin Tanriverdi (University of Texas at Austin)</p> <p>George Brock (City, University of London)</p> <p>Didier Bonnet (CapGemini)</p>
	<u>Wrap-up and Conclusions</u>
17.15-18.00	<u>Wine reception</u>



Logistics

Cass Business School, City, University of London

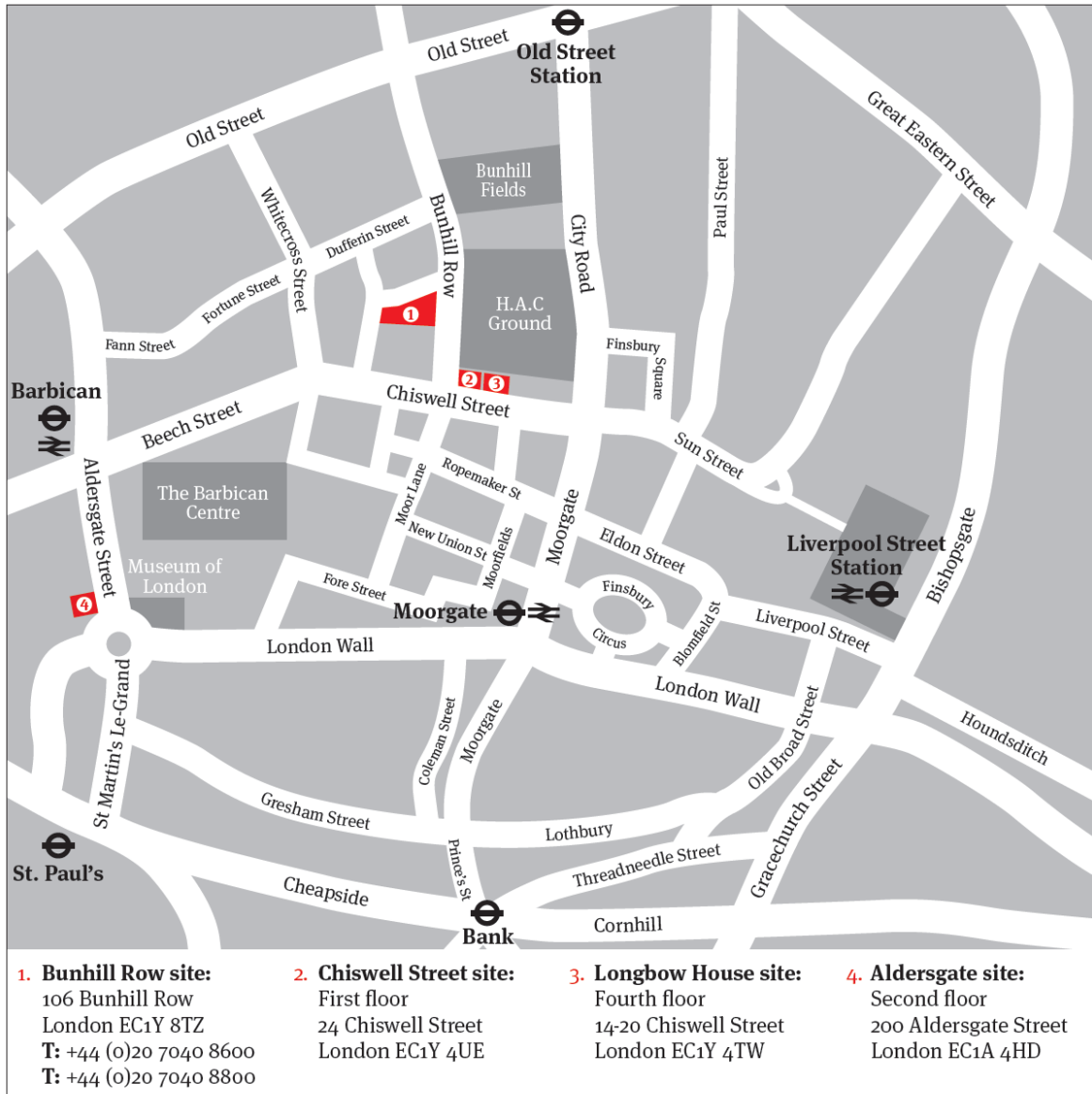
Sir John Cass Business School is a modern, forward-looking institution with over 40 years at the leading edge of business education. Established in 1966 as City University Business School, it was renamed Cass Business School in 2002. Since then it has continued its upward trajectory. Cass's triple-crown accreditation from AMBA, EQUIS and AACSB puts it in the top one per cent of business schools worldwide.

The Area

Cass Business School is located between the City of London, TechCity and the areas of Clerkenwell and Shoreditch. This is an enviable location, perfectly positioned to support the diverse interests of one of the world's most powerful business and finance capitals. Naturally, living next door to London's rich mix of world-leading businesses, professional services and financial institutions informs our education and research strengths. And we have strong connections to our close neighbours in Tech City, London's innovative digital hub.

The City of London The City is a major business and financial centre. Throughout the 19th century, the City was the world's primary business centre, and it continues to be a major meeting point for businesses. The City has a resident population of about 7,000 but over 300,000 people commute to and work there, mainly in the financial services sector.	TechCity and the Silicon Roundabout TechCity (also known as Silicon Roundabout) is a technology cluster located in Central and East London. It broadly occupies the part of London's East End between Old Street (the boundary of Central and East London) and the Queen Elizabeth Olympic Park in Stratford, with its locus in the Shoreditch area. It is one of the largest technology start up cluster in the world.
Clerkenwell In the 1850s the south- western part of Clerkenwell was known as London's "Little Italy" because around 2,000 Italians had settled in the area. The area is now known for the notable concentration of design professions around Clerkenwell, and supporting industries such as high-end designer furniture showrooms. It is claimed that the area has the highest concentration of architects and building professionals in the world. Many of London's leading architectural practices have offices in the area.	Shoreditch Shoreditch has, since around 1996, become a popular and fashionable part of London. Formerly a predominantly working class area, Shoreditch buildings in recent years have been converted to offices and flats and house London creative industry. Wonderfully dressed hordes of 'hipsters' keep coming to the triangle composed by Old Street, Great Eastern Street and Shoreditch High Street, notable for its bars and independent shops. Much of the area maintains its original gritty, urban edge; many of the walls and shop fronts are plastered with graffiti.





UNDERGROUND: Barbican, Liverpool Street, Moorgate, Old Street, St Paul's

OVERGROUND: Barbican, Liverpool Street, Moorgate

BUS ROUTES: 4, 55, 66. These buses go to Barbican Station, you then have a short walk to Chiswell Street, Bunhill Row and Aldersgate Street. Other buses that run near Barbican: 8, 11, 21, 26, 35, 42, 43, 47, 48, 56, 76, 78, 100, 133, 141, 149, 153, 172, 214, 242, 271, 344

PEDESTRIANS: Please use the main Business School entrance on Bunhill Row, unless visiting our Chiswell Street site, in which case the entrance can be found on the corner of Chiswell Street and Bunhill Row. To visit our Aldersgate site, please use the North entrance on arrival at the building.

PARKING: NCP - Aldersgate – 157-170 Aldersgate, London EC1A 4HR London Finsbury Square – Finsbury Square Underground London EC2A 1AD. London Barbican Centre– Barbican Centre Car Parks. The Barbican Centre, London EC2Y 8DS

For any questions please contact: faculty.administration@city.ac.uk

