

SRITNE

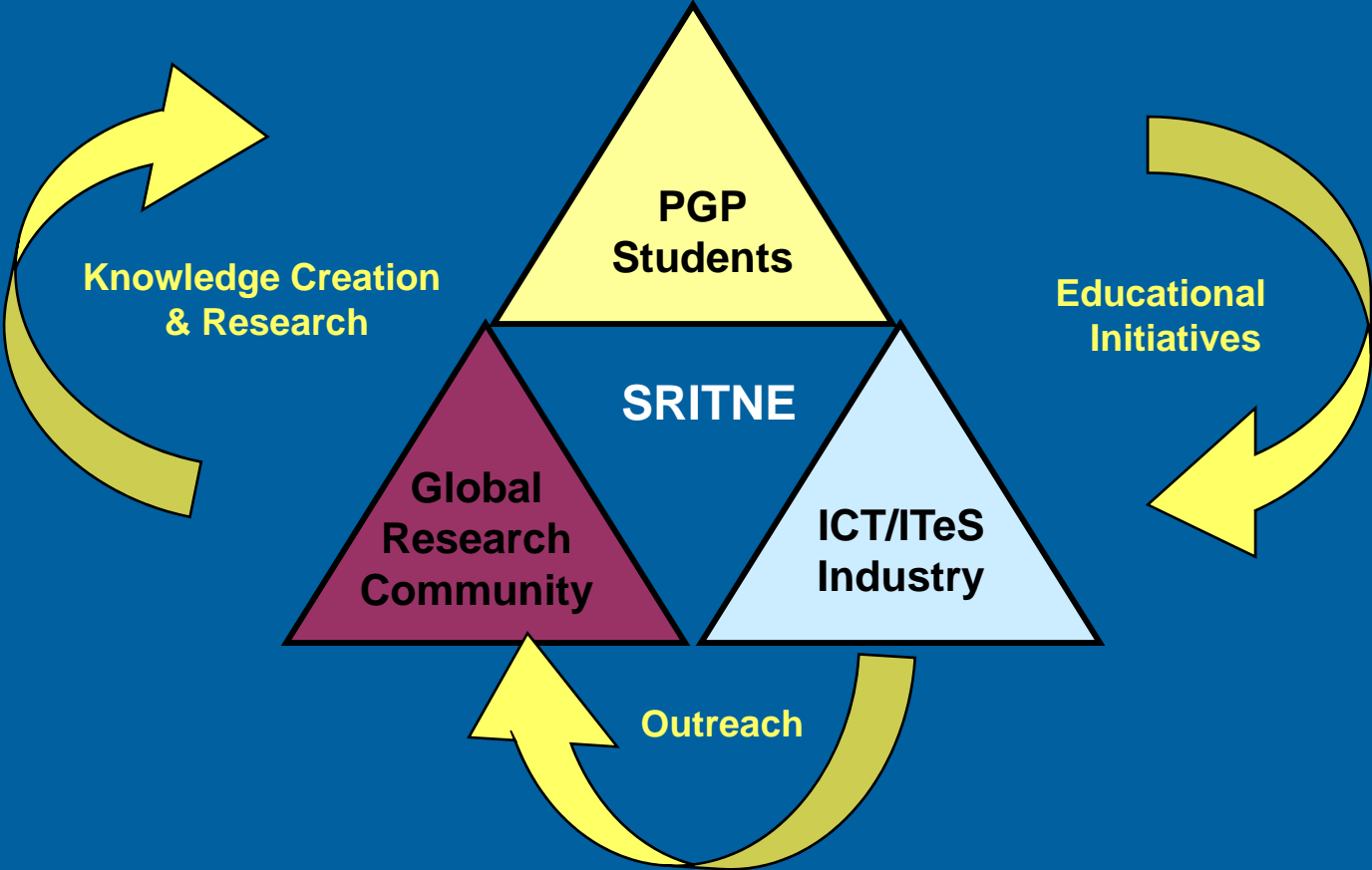


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ISB

**Srini Raju Centre for
IT and the Networked Economy**





Mission: Encourage innovative thinking in maximizing benefit of Information and Communication Technologies (ICT) to business and society

Key Areas:

1. Human Capital Development
2. Social Networks and Ecommerce
3. IT services and Products
4. Quantifying Business value of IT
IT Portfolio Mngmt
5. Societal Value of IT
Green/Healthcare/UID/PPP

*Strategic Partners:



Deloitte
Infosys

Yahoo
Google

Wipro/Infosys
Microsoft

Reliance
Yes Bank

Govt.
HMRI



*Industry
Collaboration
Board*

Strategic partners

What you give:

- People:
 - Industry leaders for classrooms and conferences
 - Subject area expert for research and new curriculum development
 - Senior level management on the *SRITNE Industry Collaboration Board*
- Data:
 - Research specific data
 - Industry specific Database acquisition
- Funding
 - Chair Endowment
 - Manpower-Researchers & Analysts
 - Database acquisition
 - Fund specific research projects



What you get:

Benefit of SRITNE's research output

Co-Branding
(Project/Cell/Chair Name)

Knowledge Dissemination
(Conferences, Newsletters, Cases/White papers)

Team SRITNE - Who we are

Visiting Faculty:

Professor Rajiv Banker
Professor V. Sambamurthy
Professor M. Subramani
Professor Alok Gupta
Professor A. Srinivasan
Professor R. Chellapa
Professor V. Mookerjee
Professor Giri K. Tayi

Resident Faculty:

Professor Amit Mehra
Professor Nishtha Langer
Professor Gireesh Shrimali
Professor Deepa Mani

Research Assistants:

Swati Domalpally
Preethi Raghuram
Chitra Kumawat
Jyothsna Varsha
Koustuv Lahiri

Professor Ravi Bapna (Executive Director)
Reema Gupta (Associate Director)
Arun Kumar (Senior Executive)

Research focus areas

Social Network and E-Market research lab

Outsourcing: Captive vs. Ill Parties: Defining the value-efficiency frontier

Convergence: Indian Mobile eco-system: local impact, global scope

Modeling strategic IT decision making process

What's New in 2009-10?

- ❖ Creating **Indian Case Studies**
 - ❖ Publishing **Research**
 - ❖ **Mentoring** Students
 - ❖ New courses - **PGP & CEE**
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- ❖ **ISIS** (Jan 3-4, 2010)
 - ❖ Quarterly **Research** Briefing
 - ❖ **Industry Collaboration** board