

UNSW Business School

School of Information Systems and Technology Management

Research Seminar

**Presentation
title:**

Deriving technology bundling strategies for information systems

Presenter:

Prof. Darshana Sedera, Swinburne Business School

Date:

Wednesday, 20th March 2019, 11:00 AM – 12:00 PM

Venue:

Room 216, UNSW Business School

Abstract

To be innovative, contemporary organizations must find new ways to integrate their technology portfolio, which consists of enterprise systems and digital technologies like social, mobile, analytics, cloud and internet-of-things. The modern IT portfolio must derive value from the strengths of the diverse information technologies and counter weaknesses of the same. Yet, scientific investigations into how organizations successfully derive and deploy an IT portfolio to attain organizational innovations is scant. Through a qualitative analysis, this research derives three archetypes of how organizations could bundle systems to facilitate innovation.

Speaker Bio

Darshana Sedera is a Professor at the Swinburne Business School and serves as the Research Director of the Department of Business Technology and Entrepreneurship. His research interests include digital business, innovation and entrepreneurship and has published over 175 peer-reviewed publications. His research has appeared in journals like JSIS, JAIS, I&M, CAIS and JITTA. He also has 22 publications at ICIS – the premier IS conference. www.darshanasedera.com