The MIT Sloan School of Management created the Center for eBusiness@MIT to provide leadership for faculty, students, and industry interested in Internet-enabled business practices. Developments in this field are transforming the economy, while creating new opportunities and challenges. The Center's mission is to be the leading academic source of innovation in management theory and practice for eBusiness.

**FACULTY**

**A Tradition of Excellence**
MIT has more than 900 faculty members who are actively involved in world-class, leading-edge research and education. Forty-seven MIT faculty, former faculty, staff, alumni, and researchers have won the Nobel Prize. MIT faculty routinely receive other major awards, author best-selling books, serve on the boards of large organizations, and consult to the highest levels of governments and corporations. Sponsors of MIT research gain access to this enormous asset of intellectual capital as part of their participation in the Center for eBusiness@MIT.

**The Undiscovered Opportunity**
The world of eBusiness is still in its infancy. More remains unknown than known about doing business which incorporates the use of the Internet. eBusiness ideas that were thought by many to hold promise, have ended up on the scrap heap. Many questions still remain about what works, what doesn't, and why. The world-class faculty associated with the Center are involved in break through research which promises to lead to new understandings of the challenges and opportunities in eBusiness. The Center for eBusiness@MIT has approximately 50 faculty actively involved in research and education. Together with industry, we have embarked upon a journey to discover and develop the future of eBusiness.

**Other Connection Points**
eBusiness is the marriage of technology and business. The Center for eBusiness@MIT provides active links to other programs both within the Sloan School of Management and across all of MIT, which complement its research and education mission. Within the Sloan School, these include:

- Leaders for Manufacturing
- Sloan Fellows
- Management of Technology
- System Design and Management
- Executive Education
- Center for Coordination Sciences
- Center for Information Systems Research

Across MIT, these include:

- Media Lab and its eMarkets Special Interest Group
- Internet and Telecoms Convergence Consortium
- Laboratory for Computer Science and its Oxygen Project
- Worldwide Web Consortium

**Sponsors of the Center:**

- Collaborate on leading edge research and developments
- Derive first hand knowledge of how eBusiness is reshaping organizations
- Gain valuable experience and insight at Center events
- Network with industry leaders
- Interact directly with today's top eBusiness faculty and tomorrow's business leaders

The Center continues MIT’s long tradition of over 30 years of research on the Internet and its predecessors.
Sponsors of the Center
for eBusiness@MIT
build personal and
professional relationships that
enable their organizations to be
eBusiness leaders.

For more information,
please visit our website at http://ebusiness.mit.edu
or contact the Center directly at ebusiness@mit.edu or 617-253-7054

eBusiness Areas of Faculty Expertise

Marketing

Dan Ariely - electronic smart agents
Ely Dahan - use of eBusiness in new product development; adaptive methods of estimating customer preferences; Intelligent Advisor Method (IAM); the Virtual Customer project
John Hauser - new methods for targeting customer needs, and the development of an Internet-based "virtual customer" that will provide rapid, usable information to product development teams
Richard Larson - (1) e-Learning; (2) brings ideas of revenue management (aka "yield management") to web-based businesses; (3) operations research as applied to e-businesses
Nader Tavassoli and Duncan Simester - online price setting, last digit pricing strategies, and measuring on-line advertising effectiveness
Glen Urban - trusted advisory agents, online customer advocacy and "listening in" for product design development, experimentation on Internet to build trust
Eric von Hippel - the sources of and economics of innovation, with a particular focus on the significant role played by users in the innovation development process.

Technology

Dimitris Bertsimas - data mining techniques for customer behavior, dynamic pricing, vendor optimization for customers based on previous purchasing behavior, and design and control of auctions
David Clark - changing requirements on the Internet in the Post-PC era and regulatory and economic forces that drive the Internet
Chris Dellarocas - reputation and trust mechanisms for electronic communities, next generation software agent marketplaces
Sharon Gillett - policy and business implications of evolving Internet infrastructure technology
Benjamin Grosfe - web/XML languages for business rules, policies, processes/services, contracts/negotiation, and trust in B2B/agent communication and information integration
Amar Gupta - architectures and approaches for knowledge discovery, knowledge acquisition, knowledge management and knowledge dissemination
William Lehr - economics of Internet infrastructure provisioning, how technologies affect industry structure, business strategy, public policy and regulation
Stuart Madnick and Michael Siegel - implications of the Internet and eBusiness on the financial services industry including strategies for financial aggregators, using XML and developing a Universal Financial Application
Daniel Weitzner - standards, privacy, payment systems, content filtering and intellectual property rights
Roy Welsch - statistical methods and applications that relate to the analysis of data generated by electronic commerce

Operations, Production and Supply Chain Management

Gabriel Bitran - the ways that the Internet can be used to improve service management and operations
Charlye Fine - seeks principles for strategic supply chain design in fast-clockspeed markets and industries
Stephen Graves - supply chain design and planning
James Orlin - applying optimization methodology to data mining as well as to a variety of problems that may be referred to as automated decision making
Georgia Perakis - price setting mechanisms such as the design of on-line auctions from the bidders’ perspective. She also studies real time pricing of products on the internet using tools from dynamic optimization, learning and multi-attribute utility theory
Donald Rosenfield - how supply chain strategies will be affected by the Internet, how national distribution systems can capitalize on the aggregated information, how companies can address demand for very low volume items and what kind of new distribution strategies can give competitive advantage
Yossi Sheffi - business to business eBusiness with special attention to purchasing, selling and supply chain management processes
David Simchi-Levi - the impact of the Internet on supply chain strategies, including dynamic and on-line pricing strategies to improve supply chain performance
Lawrence Wein - performs research at the intersection of supply chain management and e-commerce, including developing algorithms for "smart market" B2B on-line procurement auctions, competition among auctioneers in on-line B2B and B2C auctions, and optimal production control for manufacturers operating in an e-marketplace

Strategy, Economics and the Organization

Erik Brynjolfsson - economies of electronic commerce including the pricing and the bundling of information goods, the use of clickstream data to assess the drivers of consumer decision making, and Internet-enabled changes in business practices
Michael Cusumano - analyzes techniques for rapid and flexible strategic planning and product development
Ely Dahan and Andrew Lo - conducting market research utilizing Web-based securities markets
John de Figueiredo - regulatory politics and economics of telecommunications and Internet technologies. He also studies the transition of incumbent firms to the Internet
Starling Hunter - impact internet on organizational structure and performance. Business models for e-commerce focused business units
Thomas Malone - analyze changes in corporate structure and management processes within and among companies participating in electronic markets
Michael Scott Morton - strategic implications of the Internet, especially business to business commerce
Wanda Orlikowski and JoAnne Yates - how organizations transition to electronic modes of operating, with a focus on work, communication, and temporal practices
Jeanne Ross - technology and organizational issues that firms face as they transform themselves from brick-and-mortar to click-and-mortar
Jim Short - wireless communications and market entry strategies of new firms