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.

RESEARCH

Inventing the Future

The Center for eBusiness@MIT annually funds over 35 diverse research projects that seek to discover the opportunities and challenges posed by the integration of the Internet into business. Worldwide, little time has been spent studying and trying to make sense of the underlying principles of eBusiness. New ideas and practices are being implemented at Internet speed - at such a dizzying pace that little time is left for reflection. This is the undertaking of the Center’s research component. The Center’s focus is on generating breakthrough research results, which are both academically rigorous and relevant to business. At the Center for eBusiness@MIT, a group of leading, world-class faculty, companies and students are inventing the future of eBusiness.

Focused Sponsor Research Projects

One of the primary missions of the Center for eBusiness@MIT is to conduct research in all aspects of eBusiness. Founding and Research Sponsors collaborate with faculty and their graduate students on a topic of mutual interest. The result is a dedicated project between a particular Founding or Research Sponsor and the corresponding MIT Faculty. These projects involve active participation from the Sponsor. For example, British Telecom senior management are working directly with MIT Faculty to select the best strategy for their eBusiness organizational transformation. Other projects are addressing key issues at companies such as Dell Computer, General Motors, Hewlett-Packard and Intel Corporation.

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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.
Vision Fund Projects

The Center for eBusiness@MIT has established a Vision Fund for innovative and broad reaching eBusiness research. Twice a year the Center makes awards to Sloan School of Management and MIT faculty who submit competing proposals to start new and innovative research projects in eBusiness. These Vision Fund projects offer a glimpse into the future, from the cross-discipline, forward-looking, leading-edge faculty. MIT faculty are encouraged to submit proposals, and to think widely and creatively to suggest research projects that are both exciting and fun. These experimental ventures into the unknown and unexamined territories of eBusiness hold the potential to yield new ways of doing research for academia and new ways of doing business for industry.

examples

Michael Cusumano  Platform Technologies and Leadership Strategies in the Internet Economy
John Hauser & John Little & Duncan Simester  Design and Delivery of On-line Promotions
David Simchi-Levi  Dynamic Pricing to Improve Supply Chain Performance
John deFigueiredo  eBusiness Political Strategies in Internet IP Protection
Roy Welsch & Alex Samarov  Trust and Reliability in eCommerce
Tom Kochan & Diane Burton  Impact of New Economy Employment Relationships on Individual and Corporate Performance
Drizen Prelec  Incentives for Eliciting Preferences and Recommendations on the Web
Nader Tavassoli  Role of Online Conversations in Brand Identity
Roberto Fernandez  Costs and Benefits of Web-Based Recruiting and Hiring
Benjamin Grosof  Contract Communication in XML Agent Marketplaces
Thomas Roemer  Impact of Information Technologies on Product Customization
Stuart Madnick & Nazli Chouchi & Sharon Gillett  Globalization of eBusiness: New Markets and New Services
James Hines & Jim Rice  Coordination and Risk Sharing Across Multiple Tiers of Supply Chain
Eva Meyersson  Internal Equity, Complimentary and Influence Cost
Andreas Schultz  Combinatorial Auction Design—Algorithms and Economics
Dimitris Bertsimas & Georgia Perakis  Electronic Price Setting Mechanisms in Online Auctions
Chrysanthos Dellarocas  Design and Reliable Reputation Reporting Systems for Online Trading Communities
Tomaso Poggio & Ely Dahan & Andrew Lo  Marketing Survey by WebMarkets
Lawrence Wein  Dynamic Management Problems in eBusiness
Rob Laubacher & Thomas Malone  eTalent Market Places as a Mainstream Business Tool
James Orlin & Nitin Patel  New Approach for Data Mining and Clustering in eBusiness

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

Sponsors of the Center for eBusiness@MIT build personal and professional relationships that enable their organizations to be eBusiness leaders.