

## **Keynote Presentation**

### **The Future of Electronic Markets**

**9:00 AM - 10:15 AM**

**Harvey Seegers, Executive-in-Residence, Robert H. Smith School of Business**

What do General Electric, Daimler-Chrysler, Boeing, Microsoft, Tesco, the Hong Kong Bank, and the Australian government have in common? They are all among the growing number of organizations around the world making use of computers, databases, and the Internet to interact with customers, suppliers, partners, and regulators. They are all participants in electronic markets that improve supply chain efficiency. They all have seen the benefits of moving their business processes online.

The 2001-2002 information technology spending retrenchment appears over, and CEOs and CIOs are spending again on projects to transform their businesses with on-demand information. This imperative is being driven by the increasing globalization of operations, and also by the strict provisions of Sarbanes-Oxley demanding CEO accountability for the accuracy of reported results. Electronically networking key market participants has never been more important for general managers and will be a major focus of IT spending for years to come.

Keynote speaker Harvey Seegers, former president and chief executive officer of GE Global eXchange Services, the world's largest provider of business-to-business electronic commerce services, will discuss how electronic exchanges are being implemented in several industries to improve supply chain productivity. The major shakeout of exchanges a few years ago have not discouraged companies from pursuing electronic markets as a new way of conducting business. The number of exchanges trying to be successful is indeed smaller, but the number of exchanges that are successful continues to grow. In his talk, Seegers will address how two emerging technologies - RFID and Web Services - have the potential to supercharge the adoption rate of electronic commerce. Lastly, he'll review the competitive landscape and make some predictions.

# Netcentricity 2004 Conference Agenda

The Future of Electronic Markets

8:45 - 9:00 a.m.

Welcome

**Dean Howard Frank**, Robert H. Smith School of Business

9:00 - 10:15 a.m.

**The Future of Electronic Markets**

**Harvey Seegers**, Robert H. Smith School of Business

10:15 - 10:45 a.m.

Break

10:45 a.m. - 12:15 p.m.

**Where is E-government Going?**

**Alisoun Moore**, Montgomery County, Maryland

**Jeffrey A. Rhoda**, IBM

**Roland Rust**, Robert H. Smith School of Business

12:15 - 1:30 p.m.

Lunch

1:30 - 3:00 p.m.

**Using Experiments to Design an Electronic Market:**

**The Choice Between Physical and Digital Goods**

**Barbara Kline Pope**, National Academies Press

**P.K. Kannan**, Robert H. Smith School of Business

3:00-3:30 p.m.

Break

3:30 - 5:00 p.m.

**Markets and Auctions for Time-Sensitive Goods**

**G. "Anand" Anandalingam**, Robert H. Smith School of Business

**Richard O'Neill**, Federal Energy Regulatory Commission

5:00 - 6:00 p.m.

Reception

# Netcentricity 2004 Conference Presentations

## The Future of Electronic Markets

---

Where is E-government going?

10:15 - 10:45 a.m.

**Alisoun Moore**, Montgomery County Government, Maryland

**Jeffrey A. Rhoda**, IBM

**Roland Rust**, Robert H. Smith School of Business

From collecting tax money to issuing drivers licenses, governments are now reaping the economic and operational benefits of providing Web-services. E-government is here, with more and more services online. This session will discuss the evolution of e-government and its adoption by state, local, and federal jurisdictions. New trends in service offerings and budgetary impacts will be explored as well as how the culture of the government and community has changed with the advent of e-government.

---

Using Experiments to Design an Electronic Market: The Choice Between Physical and Digital Goods

1:30 - 3:00 p.m.

**Barbara Kline Pope**, National Academies Press

**P. K. Kannan**, Robert H. Smith School of Business

Electronic markets offer powerful way to experiment with your product line and understand customer behavior. The specific focus of this presentation is National Academies Press (the publisher of National Academies). The National Academies Press has been a leader in electronic publishing, offering print books and books in various digital forms on its web site since 1995. Pope and Kannan focused on whether or not the press should offer all the products in the product line, and how the press could optimally market and price the different forms. They sought answers to such questions as how should publishers design digital content to generate additional revenue, how can publishers market the digital content so that customers do not view digital content as a substitute for content in traditional forms? Discover answers to these and other important questions as the researchers reveal results the findings

---

Pricing Time-Sensitive Goods in the Service Industry

3:30 - 5:00 p.m.

**G. "Anand" Anandalingam**, Robert H. Smith School of Business

**Richard O'Neill**, Federal Energy Regulatory Commission

Time is a powerful force affecting the cost of many goods and services. For example, when a live sporting or music event starts, the value of tickets will decrease rapidly. Hotel rooms that are in demand on a particular date have no value after that date. A seat in a plane has no value once the plane takes off. Other examples of time sensitive goods are electricity and telecommunications bandwidth. The Internet makes it possible to buy and sell these goods until almost the very last minute. This presentation will offer insights into how one can structure market mechanisms that will clear the market of goods and services at appropriate prices and in time to be consumed.

## Netcentricity 2004 Conference - Chairs and Presenters

### The Future of Electronic Markets

---

G. "Anand" Anandalingam (Conference Co-Chair)

Anand Anandalingam is the chair of the department of information technology and the Ralph J. Tyser Professor of Management Science at the Robert H. Smith School of Business, University of Maryland. His research focuses on telecommunication networks, and electronic markets' design, economics, industry analysis, strategy, and policy. He also works on global information systems strategy. Professor Anandalingam has published more than 75 papers in refereed journals, and has guest edited volumes on electronic markets for Management Science, and hierarchical optimization for Annals of Operations Research. He is a senior member of the Institute of Electrical Engineers, and INFORMS (Institute for Operations Research and Management Science). Anand serves on the editorial board of Telecommunications Systems, and Networks and Spatial Economics, and as the associate editor of Operations Research. His Ph.D. is from Harvard University in operations research.

---

Howard Frank

Howard Frank has been dean of the Robert H. Smith School of Business since 1997. Previously, Dean Frank was director of the Defense Advanced Research Project Agency's (DARPA) Information Technology Office, where he was responsible for DARPA's research in advanced computing, communications, software, language systems, and human computer interaction. Before joining DARPA, Dean Frank was founder, chairman and CEO of Network Management, Inc., president and CEO of Contel Information Systems (a subsidiary of Contel); president, CEO, and founder of Network Analysis Corporation; a visiting consultant within the Executive Office of the President of the United States in charge of network analysis activities; and an associate professor at the University of California, Berkeley. He is a Fellow of the Institute of Electronic and Electrical Engineers, a Fellow of the Institute for Operations Research and the Management Sciences (INFORMS), and a member of the National Academy of Engineering. Dean Frank is a former senior fellow and current board member of the Wharton School's SEI Center for Advanced Studies in Management. He has been a member of six editorial boards, and has authored over 190 articles.

---

P. K. Kannan

P.K. Kannan is Safeway Fellow and associate professor of marketing at the Robert H. Smith

School of Business and associate director of the Center for Excellence in Service. His research focuses on e-commerce, centering on marketing information services on the Internet, pricing information products, and marketing and product development in virtual communities. He is working with the IBM Institute for Advanced Commerce on e-couponing, and also with National Academies Press on pricing information products. Professor Kannan is an associate editor for Decision Support Systems and Electronic Commerce and serves on the editorial board of the Journal of Service Research and the International Journal of Electronic Commerce. He has consulted for such companies such as PepsiCo, SAIC, Fannie Mae, Proxicom, and IBM.

---

#### Henry Lucas (Conference Co-Chair)

Hank Lucas is the Robert H. Smith Professor of Information Technology and co-director of the Center for Electronic Markets (CEME) at the Robert H. Smith School of Business. A prolific writer and researcher, Lucas has authored 11 books and monographs and more than 70 articles on the impact of technology, information technology in organization design, the return on investments in technology, implementation of information technology, expert systems, decision-making for technology, and information technology and corporate strategy. His most recent books are Information Technology and the Productivity Paradox: Assessing the Value of Investing in IT (Oxford University Press) and The T-Form Organization: Using Technology to Design Organizations for the 21st Century (Jossey-Bass), and Strategies for E-Commerce and the Internet (MIT Press). He was the vice president of publications for the Association for Information Systems (AIS) from 1995-1998 and editor-in-chief of the AIS electronic journals, Communications of AIS and Journal of AIS from 1998-2002. In addition, Professor Lucas is a member of the Association for Computing Machinery, the Association for Information Systems, and INFORMS. He is co-director of the Center for Electronic Markets and Enterprises (CEME). He earned his Ph.D. at the Sloan School of Management of the Massachusetts Institute of Technology (MIT).

---

#### Alisoun K. Moore

Alisoun Moore is the Chief Information Officer (CIO) for Montgomery County, Maryland. Previously, Moore was Chief Information Officer for the State of Maryland, where she oversaw the development of the Statewide Information Technology Master Plan, developing information technology policies, and leading the state's information technology programs, including information systems, telecommunications, and statewide applications. Moore is a member of the Public Technology Institute and the National Association of State CIOs. She has served on the National Cooperative Highway Research Council, and conducted a national workshop in telecommunications for the U. S. Department of Transportation. She has published numerous

papers and articles regarding technology in the public sector. Moore received her Master of Public Administration at the University of Baltimore.

---

#### Richard P. O'Neill

Richard P. O'Neill is the Chief Economic Advisor at the Federal Energy Regulatory Commission. From 1988 to 2000, O'Neill served as Chief Economist and director of the Office of Economic Policy. From 1986 to 1988 he was the director of the Commission's Office of Pipeline and Producer Regulation. His work has focused on open access, restructuring, competition, performance-based incentive regulation, and market design. Earlier, O'Neill worked for the Energy Information Administration directing oil and gas analysis. He also served on the computer science and business faculty (1973 - 1978) of Louisiana State University and on the operations research and statistics faculty at the University of Maryland. O'Neill has a B.S. in chemical engineering, an MBA and a Doctorate in operations research from the University of Maryland.

---

#### Barbara Kline Pope

Barbara Kline Pope is Executive Director of the National Academies Press and Executive Director of Communications for The National Academies. She is responsible for an innovative and dynamic publishing operation of both scholarly and trade books that have been available free to read on the Web since 1995. Branding, marketing research, derivative products, and reputation management occupy her time as executive director of communications. She has studied consumer behavior and her published work examines business models for the digital publishing arena and the use of information sources among organizational buyers. Pope has been guest lecturer for marketing and technology courses at the University of Maryland and an adjunct faculty member at the University of Virginia. She is on the board of directors of Hands On Science Outreach, a nonprofit organization that provides high quality after school science programs for children. Pope holds an M.S. (1990) from the University of Maryland.

---

#### Jeffrey A. Rhoda

At IMB, Jeffrey A. Rhoda is director of e-government and leads IBM's global initiative in this area. He has directed a number of key organizations at IBM focused on the government marketplace including software sales, Internet marketing, and client sales teams. Most recently, Rhoda played a key role in the development and implementation of ibm.com, IBM's direct channel combining the company's Web and Call Center capabilities. Rhoda has also published several articles about the strategy, value, and challenges of operating an e-business. He is a member of the advisory board of the University of Maryland Robert H. Smith School of Business Center for Excellence in Service, the corporate

advisory board at the Robert H. Smith School Marketing Department. He has been a guest lecturer at the American University School for Public Affairs and the Robert H. Smith School of Business.

---

#### Roland Rust (Conference Co-Chair)

Roland Rust is the David Bruce Smith Professor of Marketing, chair of the marketing department, and director of the Center for Excellence in Service at the Robert H. Smith School of Business. His lifetime achievement honors include the American Marketing Association's (AMA) Gilbert A. Churchill Award for contributions to marketing research, the Outstanding Contributions to Research in Advertising award from the American Academy of Advertising, the AMA Career Contributions to the Services Discipline Award, Fellow of the American Statistical Association, and the Henry Latané Distinguished Doctoral Alumnus Award from the University of North Carolina at Chapel Hill. He is the author of numerous books and articles, most recently (with Katherine M. Lemon and Valarie A. Zeithaml) *Driving Customer Equity, How Customer Lifetime Value Is Reshaping Corporate Strategy*. *Driving Customer Equity* was awarded the 2002 Berry-AMA Book Prize for the best book in marketing. Professor Rust received his Ph.D from the University of North Carolina, Chapel Hill.