

Elisabeth “Betsy” Swovick’s Reflection Journal

MIS 5402

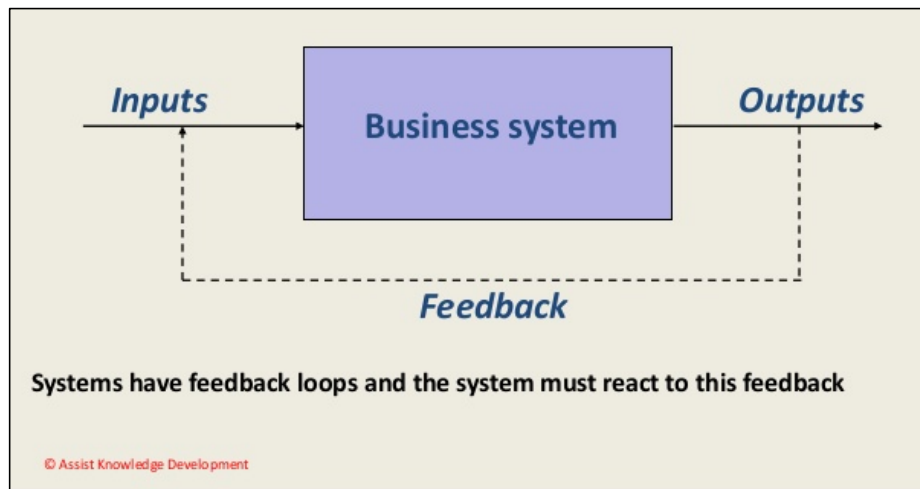




Technology

- Deeper understanding of technology... from Greek:
 - Techne: art/craft/work
 - Ology: the study of/explanation
 - Storytelling enables technology
- Technology allows us to accelerate business objectives but can just as easily dismantle organizations if not forward looking

Systems Thinking & Feedback Loops

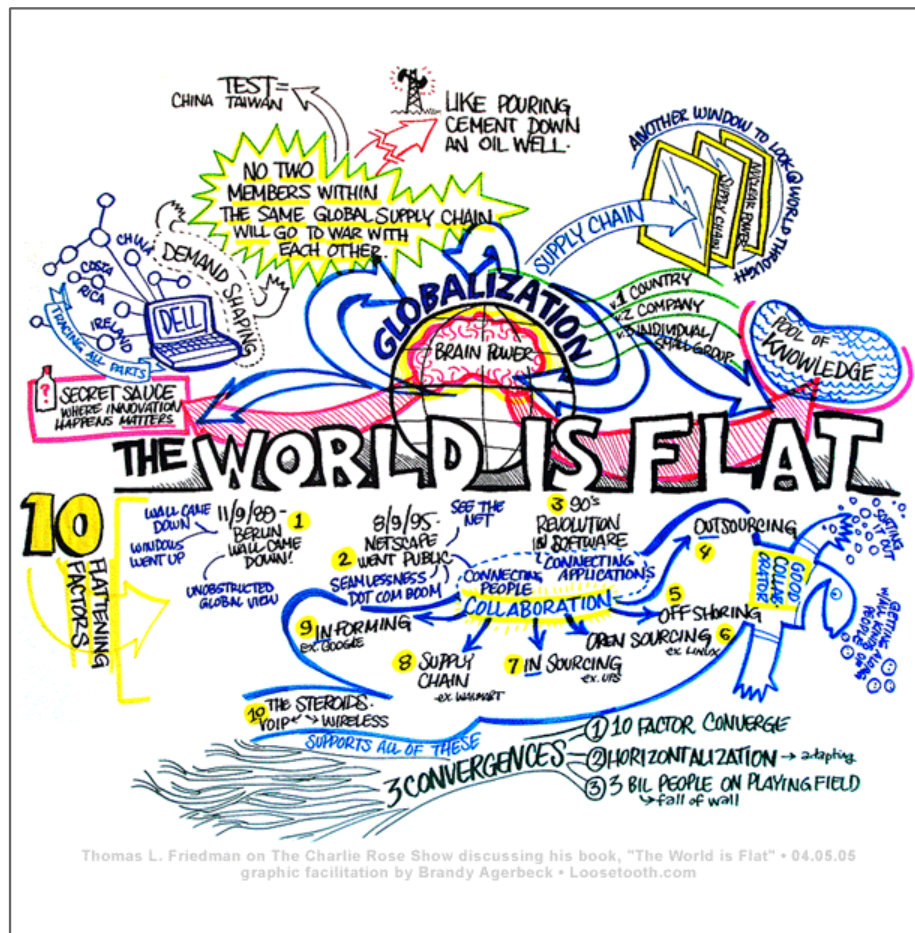


- **Systems thinking**

- Breaks down problems to take a step back and understand full consequences of potential actions
- Articulates the ideas of immediacy vs. urgency

- **Feedback loops**

- Using systems thinking, strategists can determine where feedback loops may occur in their processes/products



Globalization

- The World is Flat 3.0
 - Entering a new stage of globalization where ideas can flow freely from one country to the other due to internet and other technological capabilities

- Global Management - Apple in China
 - Apple has the technology but needs to determine how to leverage growing upper middle class in China
 - Chinese market is unique in the large amount of regulation → difficult to break into

Freeconomics

The Penny Gap

What is breaking point between purchase and inconvenience (i.e. “difficulty of pirating” vs. “purchasing a \$3.99 movie on demand”)

Must be carefully evaluated and only implemented if it aligns with the company’s future strategy



Disruption & Innovation

Meeting the Challenge of Disruptive Change

- With rapidly changing technology, organizations need to invest in developing core processes and values that can be held consistently through technological disruption
- Continual education → certificates to “keep up” with technology

Amazon's New Customer

- Who are the customers, competitors, etc. of Amazon? What really is their business model?

Digital Innovation

- Adobe – subscription models (recurring revenue stream)



Artificial Intelligence

- Regulations:
 - How do you control machine autonomy?
 - Where does the human control end and the machine control start?
- Emotion/Senses
 - Will machines be able to replace human emotion?
 - How would this affect business → proliferation of monopolies? Winner takes all since machines make decisions based on data?
- Internet of Things
 - Has possibility to connect and revolutionize so many different industries
 - Combined with power of AI, what roles will still need to be held by humans??

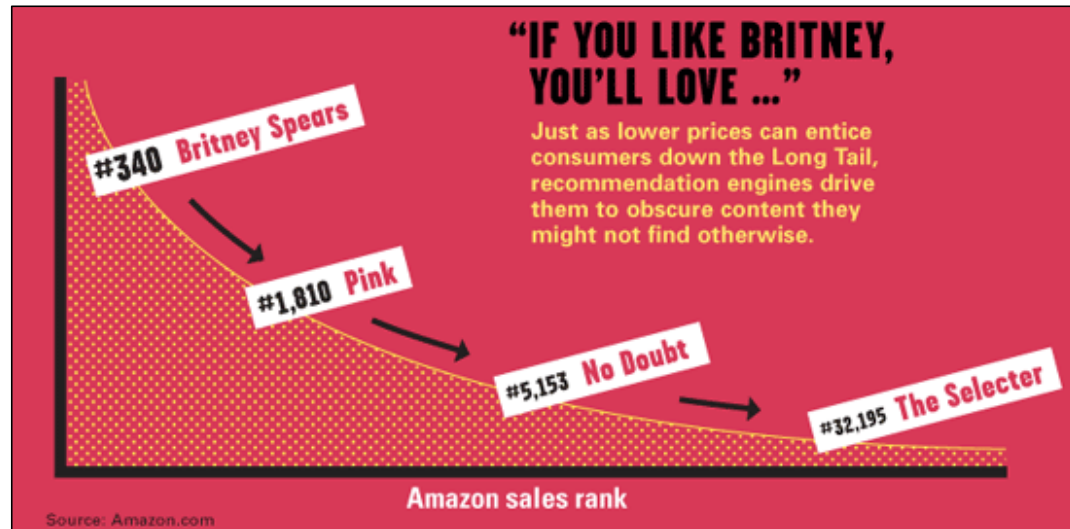
Search & Advertising

Google Case

Through utilizing their core business competencies of search & advertising Google is able to fund diverse and radical innovations

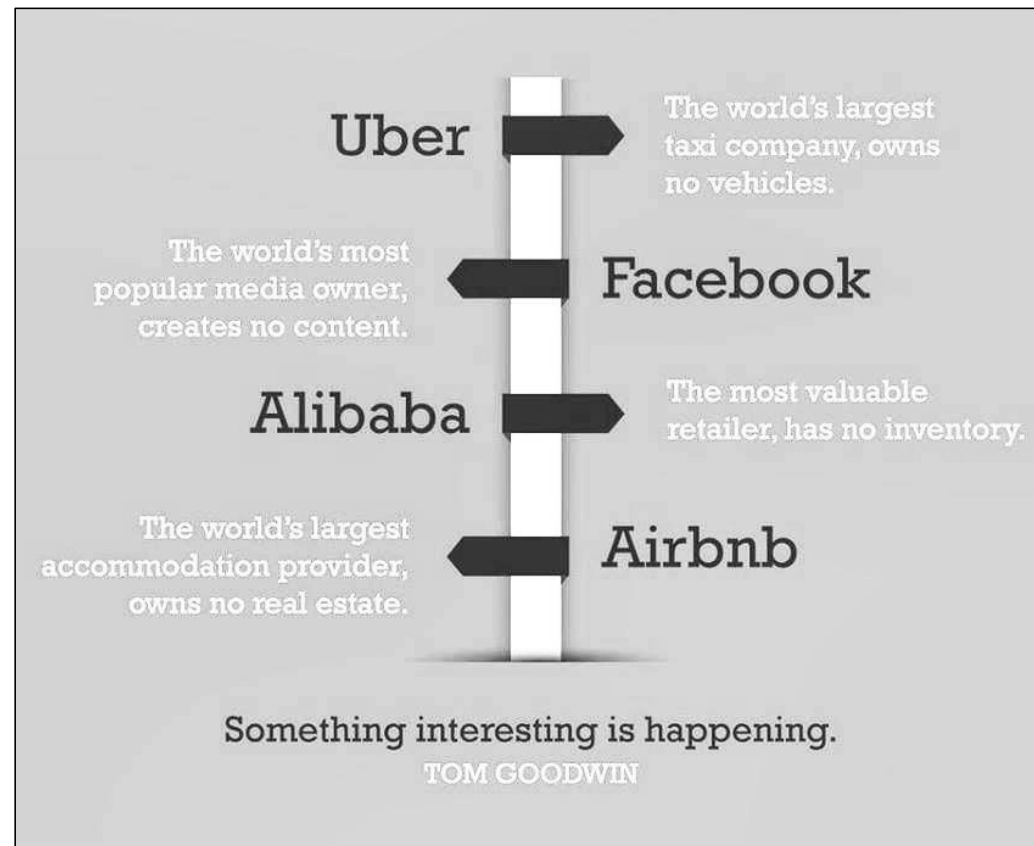
The Long Tail

Data that is generated by *customer searches* could enable more niche products that better satisfy customers' wants

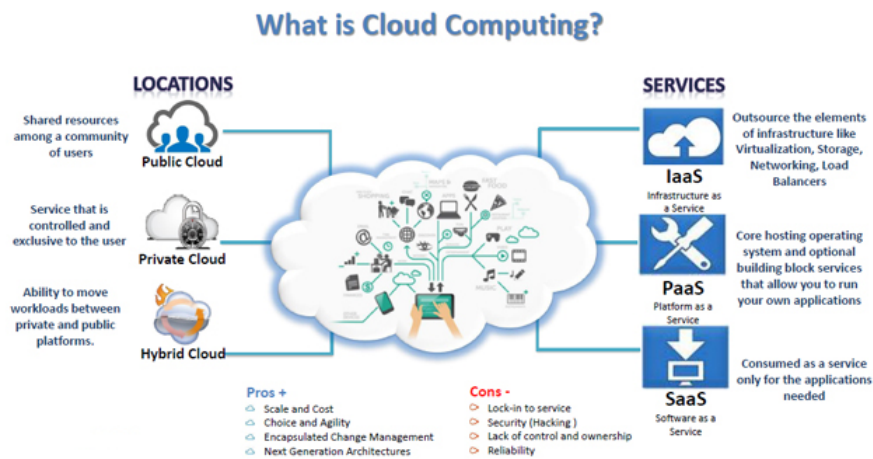


Platforms

- Airbnb Case
 - While generating and popularizing platforms may be easy, determining the rules and governances supporting them has proven to be very difficult (i.e. Uber)
- The Market Power of Platform-Mediated Networks (consumers have more purchasing power through these networks) → what is impact of this in the world of mass customization?



Cloud Computing



- Data integrity impact? Is it better or worse for data integrity to be in the cloud...
- What are regulations surrounding it in heavily regulated fields? Are governments keeping up with these changes?
- Early adopters: Adobe, Microsoft OneDrive

References

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