



ROSS SCHOOL OF BUSINESS
UNIVERSITY OF MICHIGAN

TECHNOLOGY AND BUSINESS INNOVATION FORUM

Business Implications of Social Media

Agenda - October 17, 2014 - Ross Room R2210

Time	Topic /Company	Speaker	Message
8:00-8:30	Continental Breakfast		Registration and meeting will take place at Room R2210
8:30-9:00	Overview and Introductions	M.S. Krishnan Accenture Professor of Computer and Info	Brief introduction to the agenda for the day and the company representatives in the room
9:00-9:45	Academic Keynote	Jerry Kane Associate Professor of Information Systems Boston College	Business implications in social media
9:45-10:30	Accenture	Robert Harles Managing Director of Global Social Media	The Social Business- an Emerging Vision for Social Enterprise
10:30-10:45	Refreshment Break		refreshments and networking
10:45-11:15	Clarabridge	Pete Plotas Global Head of Alliances & Vice President	Contextual enterprise and B2B examples
11:15-12:00	Experiences in Enterprise	Dan Sullivan Client Principal with Hewlett Packard	Social media in the power and utilities industry
12:00-1:00	Lunch		lunch and networking
1:00-1:45	SHIFT Communications	Scott Monty Vice President, Strategy	Making Social Media Connections in an Enterprise
1:45-2:00	Social Media in Academic Research	Yan Huang Assistant Professor of Technology and Operations	Sample Academic Research in Social Media
2:00-2:15	Refreshment Break		refreshments and networking
2:15-3:30	Member Round Table (10 minute presentation by each speaker and an interactive Q&A session with the entire panel)	Devang Desai Ford Motor Company	Social media in market research
		Jennifer Sunshine GE	Social media initiatives at GE
		Paul Kline Dow Chemical	B2B experience
		Jeff Hood IBM	Customer voices and risk management
		Entire Panel	Interactive Q & A Session
3:30-3:45	Meeting Debrief	Ravi M. Anupindi Hermelin Professor of Technology and Operations M.S. Krishnan Accenture Professor of Computer and Info Systems	What was most attractive about today's meeting; should we adjust the format; what topics would you like to see at future meetings?