

“The digitization of capital”

**Lunsj-seminar med
Professor Richard T. Watson,
University of Georgia, USA.**

Denne forelesningen var hans keynote address
På MITs konferanse for IT-ledere i 2014.

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12.00-13.00
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Deltagelse er gratis.

Påmelding til Dag H. Olsen (dag.h.olsen@uia.no)

Professor Richard T. Watson is the J. Rex Fuqua Distinguished Chair for Internet Strategy in the Department of MIS at the University of Georgia's Terry College of Business.

The digitization of capital

Many businesses realize that they need to undergo a digital transformation, but there is no guiding framework to help strategic thinkers identify what and why to digitize. This presentation is based on the premise that an organization is a capital conversion system. Capital is created by a series of conversion mechanisms that transform capital from one form to another or enhance its value. Thus, digital transformation is essentially about understanding how and why to digitize capital to raise an organization's capital conversion ratio. The digitization of the six major types of capital, and three major types of capital conversion are discussed. Questions for research and practice are identified. The presenter spoke on this topic for his keynote address at the MIT conference for Chief Data Officers in 2014.



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