



Draft Meeting Agenda

7 May 2004

Rittenhouse Hotel — Philadelphia

- 8:15 - 9:00 Continental Breakfast**
- 9:00 - 9:15 Introduction and Objectives of Meeting**
- 9:15 -11:00 The Governance of Outsourcing Relationships: Design for Performance**
Eric K. Clemons, Ravi Aron
(Paper will be distributed before session)
Data from a field study conducted among outsourcing vendors in India, Malaysia, Singapore, and the Philippines, and among clients in the US and the UK, demonstrate that certain ownership structures, contract structures, monitoring systems, and incentives work well together, while others lead to inferior performance over time. Results are reviewed so that recommendations can be offered to achieve contract objectives.
- 11:00 -11:15 Coffee Break**
- 11:15 -11:45 Management of Outsourcing Work-flows: Design for Safety**
Eric K. Clemons, Ravi Aron
(Paper will be distributed before session)
Outsourcing contracts can be designed and work-flow divided among vendors in order to minimize risks faced by clients.
- 11:45 -12:15 Review of Principles Guiding Execution of Resonance Marketing**
Eric Clemons, Rick Spittler
- 12:15 - 2:00 Working Lunch — Breakout Groups on Execution of Resonance Marketing Strategies**
- 2:00 - 3:00 Reports from Breakout Groups**
- 3:00 - 4:00 Discussion over Coffee — Outsourcing and International Competitiveness: Lessons for American Outsourcing Policy Formulation**
Experience suggests that firms that ignore labor saving breakthroughs and improvements to their operating efficiency will suffer. Experience likewise suggests that nations that achieve efficiency and marketplace dominance thrive. However, while overall national wealth increases as the result of productivity enhancements, the distribution of wealth is sometimes so uneven as to be disruptive, even dangerous. How can complex and sometimes contradictory lessons be combined to form a national policy on Business Process Outsourcing?