



Meeting Agenda

16 May 2003

Rittenhouse Hotel — Philadelphia

- 8:15 - 9:00** **Continental Breakfast**
- 9:00 - 9:15** **Introduction and Objectives of Meeting**
- 9:15 - 10:45** **Information, Uncertainty, and Pricing**
Eric K. Clemons, Bin Gu, Panos Markopolous, and Rick Spitler
(Paper will be distributed before session)
Improved information allows producers and service providers to determine what customers want and to develop offerings for them. Differential presentment — the next wave in merchandising — will confer significant competitive advantage on incumbents. Controlled release of product description will improve profitability in complex ways that are not intuitive.
- 10:45 - 11:00** **Coffee Break**
- 11:00 - 12:30** **Business Process Outsourcing: Transformational Breakthrough in Business Performance or Pouring Old Wine in New Bottles?**
Eric K. Clemons and Sashi Reddi
Recent experience with BPO in India, in the context of earlier research in risks of outsourcing and the changing boundary of the firm and earlier research on organizational architecture and design.
- 12:30 - 1:30** **Lunch**
- 1:30 - 2:30** **Business Process Outsourcing: Recent Experience**
Experience of Jones Center Participating Companies
Recent experience with BPO in India, in the context of earlier research in risks of outsourcing and the changing boundary of the firm and earlier research on organizational architecture and design.
- 2:30 - 4:00** **Discussion over Coffee: Towards an Integrated Theory of Information, Customer Preferences, and Pricing**
Eric K. Clemons and Rick Spitler
Information economics is moving rapidly towards an integrated theory of information, customer preferences and willingness to pay, and customer cost to serve to develop a theory of differential product offerings, differential pricing, and customer lifetime profitability.