



## Meeting Agenda

8 November 2002

Rittenhouse Hotel — Philadelphia

- 8:15 - 9:00**    **Continental Breakfast**
- 9:00 - 9:15    **Introduction and Objectives of Meeting**
- 9:15 -10.15    **Information, Uncertainty, and Customer-Behavior**  
Eric K. Clemons and Bin Gu  
(Paper will be distributed before session)  
*Improved customer access to information can increase demand and increase purchases, as online access to reviews, samples of music, or detailed description of contents has illustrated at Amazon. In the case of differentiated products, information can also increase rather than decrease the prices that customers are willing to pay. Predictive models as well as analysis of purchasing data are now available.*
- 10:15 -10:30**    **Coffee Break**
- 10:30 -12:30    **Strike-Force Leadership: Achieving Strategic Objectives with minimal expenditure of resources**  
Eric K. Clemons and Jason Santamaria  
(Paper will be distributed before session)  
*Current US Marine Corps doctrine stresses maneuver warfare over stationary fronts and wars of attrition, to reduce casualties and conserve materiel. Similarly, competition among firms benefits from maneuver over protracted struggles that resemble wars of attrition. How can information infrastructure improve corporate implementation of maneuver tactics?*
- 12:30 - 2:00**    **Working Lunch**
- 2:00 - 3:15    **Experience with Strike-Force Leadership**  
Eric K. Clemons, (facilitator)  
*Participants' experience with maneuver tactics, either as initiator or when initiated by competitors.*
- 3:15 - 4:00**    **Discussion over Coffee**  
Eric K. Clemons  
*Organizational architecture studies the interaction among decision rights (where in the organization are specific decisions made and who gets to make them) and information flows (what is known, where, and how and when is it communicated)? Improvements in technology profoundly alter information flows, but this is seldom reflected in organizational design.*