<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:15 - 9:00</td>
<td>Continental Breakfast</td>
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<tr>
<td>9:00 - 9:15</td>
<td>Introduction and Objectives of Meeting</td>
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| 9:15 - 10:00 | The NK $\Theta$ Model for Governance of the IT Function: What the Data tell us about the Structure of IT  
Eric K. Clemons  
(Paper will be distributed before session)  
*It does indeed appear that IT is different from other functional areas of the firm, especially when the broad range of interactions between IT and other areas is considered.* |
| 10:00 - 11:00 | Modeling Tactical Agility  
Eric K. Clemons, Felipe Csaszar  
(Paper will be distributed before session)  
*It does indeed appear that IT is different from other functional areas of the firm, especially when the broad range of interactions between IT and other areas is considered.* |
| 11:00 - 11:30 | Coffee Break                                                            |
| 11:30 - 12:30 | A Case Study of BuySafe — Valuing the Elimination of Uncertainty  
Eric Clemons  
(Paper will be distributed before session)  
*Uncertainty should and indeed does reduce customers’ willingness to pay for many products offered for sale over eBay. BuySafe ensures that products sold over eBay are indeed precisely what the sellers claim they are, significantly reducing customers’ risks. Not surprisingly, this represents a significant improvement over eBay’s rating systems, and not surprisingly this translates into a measurable price premium for the seller.* |
| 12:30 - 1:30 | Lunch                                                                   |
| 1:30 - 4:00  | Consumer Behavior, Customer Loyalty, and Profitability  
Eric Clemons, Steve Barnett  
(Paper will be distributed before session)  
*What have we learned in the past five years about customer behavior? How can we translate this into product design? What have we learned about customer retention and customer loyalty strategies? Do they reduce costs or produce superior revenues, leading to competitive advantage for the incumbent? Or do they merely represent an expensive Prisoners Dilemma, increasing the incumbents; cost of doing business without providing measurable advantage?* |