



Shailesh J. Mehta School of Management,

IIT Bombay
presents

**SYSTEMS
CONTINUUM
2009**



15TH MARCH

Theme:

“IT – Driving the next generation business processes”

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**The Systematics
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SJMSOM

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Continuums

CONTINUUM, the rolling seminar series, is a premier event at the **Shailesh J. Mehta School of Management, IIT Bombay**. The seminars aim to cover the latest trends in management by inviting eminent speakers from business and academia. Each of these seminars focuses on issues and challenges faced by a specific management function and aims at drawing insights from the knowledge and experience of the speakers. The seminars are well attended by delegates from different organizations, our distinguished alumni, and students from various Business Schools and from other departments of IIT Bombay. Continuum series also features various competitions among students, like, case study contests, paper presentations and business games

Systems Continuum

In today's world, where computers have become as ubiquitous as televisions, Information Technology plays a critical role in an organization. Systems Continuum explores different aspects of Information Technology and Information Systems in business by initiating discussions on cutting-edge topics. Each Systems Continuum consists of a series of events centred on a particular theme. Eminent speakers from industry and students of management and engineering institutes converge for an entire day's event consisting of a lecture series followed by a panel discussion.

Systems Continuum 2009

The Systems Continuum 2009 will be the second event in Continuum 2009 series. It is being organized on **15 March 2009** with a theme reflecting the current trends and challenges in the IT industry. The Systems Continuum 2009 will see a series of lectures and panel discussions on the theme “**IT: Driving the next generation business processes**”.

The theme signifies how existing business processes would be modified through the latest developments in IT. It aims to explore the viability of upcoming trends in information technology to broaden the horizon of businesses.

List of speech topics

The Systems Continuum will feature sessions from the following list of topics.

- **Future of IT** – On how the IT industry and their functions would change in the coming years.
- **Leveraging the Open Web** – How major players are opening themselves up to third party developers and publishers.
- **Why IT Projects Fail?** – Decoding the issues and concerns behind the failure of the IT projects and figuring out the traits of failed projects.
- **Smart Solutions** – The trend in organizations to shift to a collaborative model through the use of suitable applications and green computing among other technologies.
- **E-commerce opportunities** – How companies are trying to widen their horizons through ecommerce channels?
- **Agile Software Development**– This talk will present some background and rationale behind the Agile movement. Participants will also be introduced to the change in mindset and how these methods help keep up with customer expectations.

Panel Discussion

Managing IT in the downturn – A **panel discussion** to explore how businesses are modifying their IT strategy in the current economic scenario to achieve business process efficiency.

The panel discussion seeks to cover the following points:

- The various offerings by companies to their clients in this downturn when clients are apprehensive to spend more on their IT budgets.
- Strategic initiatives from the different perspectives like marketing, sales, services, project management to revive growth.

Format of the panel discussion:

The moderator will set the tone for the discussion. This will be followed by views from the individual panellists leading into the discussion. There will be a Q&A session with the audience for the last 15-20 minutes.

Online Quiz

The first quiz was conducted on 7th March 2009. The second is scheduled on 13th March 2009.

Schedule

Systems Continuum 2009 Schedule				
Event	Speaker	Topic	Start Time	End Time
Inaugural Speech	H.O.D, SJMSOM	Inaugural Address	AM 8:45:00	AM 9:00:00
Keynote Address	Mr. S Gopalakrishnan, CEO & MD, Infosys Technologies Ltd	Future of IT	AM 9:00:00	AM 9:45:00
Speech 1	Colonel S K Rattan, Head, Strategic and International projects, Vayam Technologies	Why IT Projects Fail?	AM 9:45:00	AM 10:15:00
Speech 2	Dr. Jawahar Malhotra, CTO, Yahoo! India Research & Development	Leveraging the Open web	AM 10:15:00	AM 11:00:00
Tea Break			AM 11:00:00	AM 11:15:00
Panel Discussion	Ms. Sunanda Ambardar Chak Director, Marketing, CA Mr. Meetul Patel, VP, Capgemini Consulting Mr Bhalchandra Joshi, VP, Reliance Communications Mr. Rajdeep Sahrawat, VP, NASSCOM	Panel Discussion: Managing IT in the Down turn	AM 11:15:00	PM 12:45:00
Corporate Lunch			PM 12:45:00	PM 2:00:00
Speech 3	Mr. Suvojit Mazumdar, Global Delivery Leader, Global AIS, IBM India	Smart Solutions	PM 2:00:00	PM 2:45:00
Speech 4	Mr. P A Krishnan, President, ITO & Head, GDS - New Business Support MphasiS	TBA	PM 2:45:00	PM 3:30:00
Tea Break			PM 3:30:00	PM 3:45:00
Speech 5	Mr. B Muralikrishnan, Director, Category & Product Management, eBay India	E-commerce opportunities – How companies are trying to widen their horizons through ecommerce channels?	PM 3:45:00	PM 4:30:00
Speech 6	Mr. Naresh Jain, Quality and Community Evangelist, Directi	Agile Software Development	PM 4:30:00	PM 5:15:00
Valedictory Address	Prof R. M. Sonar, Faculty Coordinator Systems Continuum, SJMSOM IIT Bombay	Vote of Thanks	PM 5:15:00	PM 5:30:00

The Legacy

The Systems Continuum 2008 was the first event in Continuum 2008 series, organized on **8th March 2008** with the theme “**The Evolution of IT in the Changing Macroeconomic Scenario**”.

The Continuum also saw a Case Study workshop organized in association with Pricewaterhouse Coopers which introduced the students to the realm of IT Consulting. A National level Paper Presentation contest was also organized which centred on innovative ideas to harness the potential of IT in the industry.

Speakers at Systems Continuum 2008

Inaugural Speech: Prof. (Ms) Karuna Jain, HoD SJMSOM, IITB

Speakers:

Mr. Prasad Ram, Centre Head and Director of Engineering, Google

Mr. Pranesh Anthapur, COO, Yahoo

Mr. Rajan Mehra, Country Manager, eBay India

Mr. Vivek Mohan, India Head, Alcatel Lucent

Mr. Anurag Singh, Vice President, Headstrong

Mr. Pankaj Dhume, Vice President, Global Practices, BMC Software

Mr. Akhil Aggarwal, Vice President, Virtusa

Speakers at Systems Continuum 2007

Inaugural Speech: Prof. N L Sarda, HoD SJMSOM, IITB

Keynote Address: Padmabhushan Sri F C Kohli, Former Deputy Chairman TCS

Speakers:

Mr. Venkatesh Hariharan, Head – Open Source, Red Hat

Mr. Rajagopal Tampi, Vice President Mphasis/EDS India

Mr. Jaijit Bhattacharya, Director, Govt. Strategy – Sun Microsystems

Mr. N Muralidaran, Senior Vice President – NSE, Ex CTO - IL & FS

Mr. Tarun Gulati, General Manager – DPE, Microsoft Corporation

Mr. Rajdeep Sahrawat, Vice President – NASSCOM

Mr. Himanshu Gupta, Principal Consultant - PWC

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