

# SIMI

SCANDINAVIAN

INTERNATIONAL

MANAGEMENT

INSTITUTE

## The SIMI E\*MBA Alumni Business Update Program (BUP 2010)

- **How to compete in turbulent times?**
- **Finding new ways of value creation**

SIMI offers an annual Business Update Program (BUP). The aim of the program is two-fold:

To provide an overview of recent developments in selected business issues and to offer the opportunity of intense networking at SIMI with other alumni.

This third BUP will be a two-day event **running 8<sup>th</sup> – 9<sup>th</sup> March, 2010**, every day 08:30 – approx. 18:00. The sessions will take place at SIMI. A joint dinner for will be organized 8<sup>th</sup> March.

The program will be:

8<sup>th</sup> March: **Jeff Sampler**, Professor, Oxford University, "*How to compete in turbulent times?*"

9<sup>th</sup> March: **Robert Hooijberg**, Professor, IMD, "*Finding new ways of value creation*"

### How to compete in turbulent times?

- **Jeff Sampler**, Professor, Oxford University

*Jeffrey L. Sampler is Professor of Strategy and Technology at Oxford University, UK His research interests include electronic commerce, the management of information as a strategic resource, and developing information-based strategies. His work has appeared or is forthcoming in such journals as Accounting, Management, and Information Technology, Fortune, Journal of Management Studies, Journal of Management Information Systems, MIS Quarterly, Sloan Management Review, and Strategic Management Journal. His paper with John Cross and Michael Earl on the "Transformation of IT at British Petroleum Exploration" won first prize in the Society of Information Manager's paper competition.*

*Dr. Sampler is currently researching digital technologies as a driving force in the transformation of many industries. In particular, he studies the development of information-based strategies as a source of innovation, and the management strategies necessary to manage such firms.*

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*He is also a frequent speaker at conferences and corporate management retreats, and has travelled over 2 million miles giving lectures in over 30 countries. He has been featured in Newsweek, BBC Radio, CNBC, Economic Times, Financial Mail, and IT Web.*

### **Finding new ways of value creation**

- **Robert Hooijberg**, Professor, IMD

*Robert Hooijberg is Professor of Organizational Behavior at IMD.*

*His areas of special interest are:*

*Leadership and 360-degree feedback  
Negotiations  
Team building  
Organizational culture*

*Before joining IMD, Professor Hooijberg taught at Rutgers University in their MBA and Executive MBA programs in New Jersey, Singapore, and Beijing. In 1997, while at the Rutgers Business School, he was named Professor of the Year by both the MBA students and the faculty.*

*His research has appeared in such journals as the Leadership Quarterly, the Journal of Management, Human Relations, Organization Science, Human Resource Management, Hospital and Health Services Administration, the Journal of Applied Social Psychology, the Journal of Management Education, Administration and Society, the International Journal of Organizational Analysis, and the Journal of Organizational Behavior.*

*Robert Hooijberg has provided programs for and consulted with companies such as: The Ford Motor Company, Rabobank, Unilever, Bekaert, Roche Pharmaceuticals, Roche Vitamins, The public utility industry, The Department of Environmental Protection, Merck, AT&T, Korea Telecom, Lucent, The Dutch Ministry of Social Affairs and Employment, Horizon Blue Cross Blue Shield of New Jersey.*

### **Tuition**

Tuition Fee: DKK 9,000 excl. VAT. Fee includes meals and materials.

Interested participants should sign up with Jesper Christiansen at [jchristiansen@simi.dk](mailto:jchristiansen@simi.dk)

