

Transitions and Transformations



Save the date: September 10-12, 2020
Location: Grand Valley State University
Grand Rapids, Michigan, USA



Conference highlights:

- World-renowned keynote speaker
- Presidential museum reception
- Corporate tour and Pure Michigan experiences
- Hands-on workshops and panel sessions
- Academic and practitioner research sessions

Markets around the world are undergoing transformative reforms. Whether it is developing countries transitioning into market economies or developed countries transitioning across business models due to disruptive technologies, waves of migration, or, perhaps, changing consumer demands, we see myriad of transformations taking place. Businesses more so than ever before operate in a time-based competition where end-users and business customers expect prompt services from their vendors. Social media and readily available information rapidly influence market trends. Blockchain technology is said to revolutionize fintech industry and transform many underpinning business models. Additive manufacturing promises less waste, more precision, and faster response to customers' demands. Baby boomers are attempting to create a succession plan and hand over their startups to the next generation that often is reluctant to be part of the family business. Quantum supremacy mixed with artificial intelligence is set to introduce the new frontier of computing and, consequently, completely transform existing business information systems and how businesses go about analyzing markets. Growing population has natural resources demands unlike any we have seen in the past. Constant pressure to be more sustainable is exerted on businesses and consumers alike; thus, influencing market trends further.

The above are just some high-level examples of the many business model transformations and markets in transition that take place currently. The ability to operate in these constant flux conditions is not even a competitive edge anymore, but rather the new cost of doing business. This conference is a forum for scholars and practitioners to generate and disseminate knowledge on the given topic.

Important Dates

March 31 st , 2020	Deadline to submit
April 30 th , 2020	Acceptance decision notifications
May 31 st , 2020	Registration: Early bird special (\$295)
July 31 st , 2020	Registration: Deadline to register for the conference (\$345)

Conference hotel: [Holiday Inn Grand Rapids Downtown](#), Nightly discounted rate: \$138.00

When booking accommodations either use the discount code **GTT** online or mention the conference name when booking over the phone +1 (616) 235-7611.

Other hotels in the Grand Rapids area range from \$150 to \$200 per night.

Keynote Speaker



Presentation title: Digital Transformation: What's in a Name?

Steve Rothman, Founder & Managing Partner, IT Renaissance

Steve Rothman is a founder and Managing Partner at IT Renaissance, a management consulting firm that partners with our clients to plan, define and deliver successful Digital Transformations. Mr. Rothman has over 40 years of experience helping organizations leverage Information Technology to create business value. His areas of expertise include Digital Transformation, Lean Manufacturing, IT Strategy, Agile Software Development, large scale Program Management and the leadership and transformation of technology organizations. He has worked in the manufacturing, automotive, airline, distribution, utility, insurance, and financial services industries.

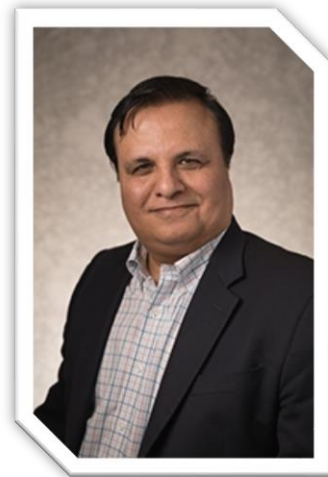
Prior to founding IT Renaissance, Mr. Rothman had been a partner in the consulting practices of Andersen Consulting (Accenture) and Deloitte Consulting. He has also been a Senior Vice President in the IT organizations of Fidelity Investments and Nationwide Insurance and a Materials Manager for a Consumer Products Manufacturing company with a complex global supply chain. Mr. Rothman took a three-year hiatus from IT Renaissance in 2015 to serve as the Chief Transformation Officer for PRGX, the global leader in the Recovery Audit industry and a leading provider of Spend Analytics.

Mr. Rothman has a Bachelor of Science in Electrical Engineering from Union College and a Master of Science in Industrial Engineering from Carnegie-Mellon University.

Conference Co-Chairs



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SUBMISSION INSTRUCTIONS: Please submit all abstracts and papers by email to Anton Fenik (fenika@gvsu.edu).

Conference Tracks	Track Chair	Track Chair Email
Accounting	Bishal BC	bcbishal@gvsu.edu
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SAP/ERP Simulations	Meagan Knoll	luttenme@gvsu.edu
GVSU-Krakow Brainstorming	Roundtable discussion	