

IBM Institute for Advanced Commerce (IAC)  
IBM Global Services (IGS)

Second Annual IBM Conference on Education in Electronic Commerce

October 11 & 12, 2000  
IBM T. J. Watson Research Center,  
Hawthorne, New York, USA

Wednesday, October 11

10:30 am	IBM Research: eXchange	Jakka Sairamesh
11:20 am	IBM Research: Strategic Management in e-Business	Bill Tulsie
12:10 pm	Lunch in Cafeteria Annex	
1:00 pm	IBM Research: E-Marketplaces	Rakesh Mohan
1:50 pm	IBM Research: Experimental Economics	Steve Gjerstad
2:40 pm	Break	
3:10 pm	IBM Research: Dynamic Pricing by Software Agents	Jeff Kephart
4:00 pm	Break	
4:30 pm	Conference Objectives / E- Commerce Curriculum Content - Assistance from IBM	Stu Feldman/ Bobbie Landers
6:00 pm	Adjourn	
7:00 pm	Dinner	

## Second Annual IBM Conference on Education in Electronic Commerce

Thursday, October 12

- 8:00 am Continental Breakfast
- 8:30 am IBM E-Commerce Update Ed Kilroy
- 9:00 am Panel Discussion: E-Commerce Program Updates/  
Materials to Share  
Panelists: Pat Flynn, Howard Frank,  
Arvind Rangaswamy, Arun Rai
- 10:30 am Break
- 10:45 am Panel Discussion: Ideas for new E-Commerce Materials  
Panelists: Les Ball, Curtis Haugtved, John Weber
- 11:45 am General Discussion on Curriculum Issues Stu Feldman
- 12:15 pm Working Lunch on Curriculum Content Development and Sharing
- 2:15 pm Working Group Recommendations Group  
Representatives
- 3:15 pm Action Plan Stu Feldman/  
Bobbie Landers
- 4:00 pm Adjourn