

NATIONAL UNIVERSITY OF SINGAPORE

School of Computing

I S S E M I N A R

Title: **Designing tools to support strategic management and entrepreneurship**

Speaker: Professor Yves PIGNEUR, University of Lausanne

Date/Time: 24 March 2016, Thursday, 04:00 PM to 06:00 PM

Venue: Executive Classroom, COM2-04-02

Chaired by: Dr Tan Chuan Hoo, Associate Professor, School of Computing
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ABSTRACT:

We suggest that the research focus in strategic management and entrepreneurship could be improved and enlightened by some of the more conceptual and design-oriented research in information systems. We highlight three areas in particular in which design science research in IS has excelled that could inform research in strategic management. The first area concerns the identification, formalization, and visualization of the core constructs and models of interest related to the design and analysis of strategic business issues. The second area corresponds to the exploration of how design thinking techniques and tools might contribute to improving the design, prototyping, testing and transformation of alternatives to strategic business questions. The third area addresses the research in computer-aided design assisting the process of designing strategic management objects. The three perspectives will be illustrated by our work and experience in the field of business models.

BIODATA:

Dr. Pigneur is a professor of Management Information Systems at the University of Lausanne since 1984, and has held visiting professorships at Georgia State University, University of British Columbia, National University of Singapore, and HEC Montreal. He earned his doctoral degree at the University of Namur, Belgium. He was the former editor-in-chief of the academic journal *Systemes d'Information & Management*. Together with Alexander Osterwalder, they authored the international bestseller 'Business Model Generation' and the new book 'Value Proposition Design'. In November 2015, they have been ranked #15 on the Thinkers50 list of top business thinkers worldwide and they won the 'Strategy Award' of the Thinkers50 event in London.