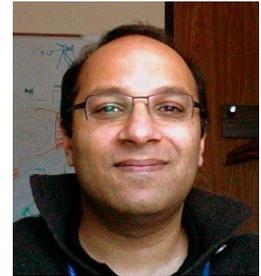


The Distributed Systems Group of the Information Systems Institute invites to the following talk:

The Challenges and Opportunities of Social Business

Dr. Kamal Bhattacharya

Senior Manager at IBM Research India



Date: **Monday, 31 January 2011**

Time: **11:00 h**

Place: **Library, Argentinierstrasse 8 / E184-1, 3rd floor**

Abstract:

Social computing is on the verge to transforming the way we do business, from content generation and collaboration to demand generation. Gartner predicts a significant increase in the use of social media inside enterprises, such as a 20% penetration of social networking based communication for interpersonal business communication, significant increase of data management aspects due to social media, but also a failure of microblogging within the enterprise. Amongst all of the hype, social computing remains to be a controversial topic for enterprises. Comparing to the adoption of instant messaging or email, social media have not yet penetrated the way we work. We believe this has two reasons:

- a) The productivity gains from email and IM are fairly tangible but not so tangible for social computing)
- b) Web 2.0 as a technology trend has been prolific in producing point technologies, each revolutionary by itself but has utterly failed to provide an integrated concept across technologies. In this talk I will elaborate on two questions:
 - 1) How do we leverage social computing to drive towards outcomes based work processes?
 - 2) What kind of technology integration is required to support outcomes based work processes? I will illustrate my thoughts on this topic using some case studies and efforts from IBM.

Bio:

Dr. Kamal Bhattacharya is a Senior Manager and Research Staff Member at IBM Research - India. After his PhD in Theoretical Physics in 1999 from Goettingen University, Germany, he has worked for several years at IBM Global Services after which he moved into IBM Watson Research, NY, US. In the past Dr. Bhattacharya has been a lead researcher in the area of Model-driven Business Transformation with a focus on business process management and SOA. In the past four years, he has focused on the topic of Service Mobility centered around large scale data center consolidation and cloud computing. After several years at Watson, he assumed a role at IBM Research - India in Bangalore and is currently leading a team centered around innovations for the services industry, specifically around the areas of virtualization enabled and enabling services, such as Cloud computing as well as global delivery of IT services. He has received several IBM Outstanding Innovation awards and several best paper awards at international conferences.

Organized by

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