

Fordham University Schools of Business
and
The Center for Digital Transformation

Present

Summit on Technology Start Ups in the Bronx: Opportunities And Challenges

Co-Chairs: Robert P. Gach, Global Capital Markets, - Industry Managing Director, Accenture & W. "RP"
Raghupathi, Ph.D, Director, Center for Digital Transformation, Fordham University

Wednesday, October 17, 2012

9:00 a.m. to 1:30 p.m.

Gabelli School of Business

Hughes Hall

C04A

Fordham University

Rose Hill

441 East Fordham Road

Bronx, NY 10458

The Bronx presents great opportunities for technology-based start up activity and the support of small businesses with digital information & communication technologies. The presence of higher education institutions, health care entities including hospitals and medical colleges, the Botanical Garden, the Bronx Zoo and other government and non-profit agencies makes it attractive to consider the Bronx for entrepreneurial and business support activities.

This summit brings together faculty, students, practitioners, companies, non-profit agencies and Borough government officials to discuss opportunities and challenges in the application of digital information and communication technologies in entrepreneurial start up and support of small business activities. Keynote speakers and panelists from academia, industry and government will share their expertise in exploring this potential, and identify the grand challenges, opportunities and solutions.

This summit is an essential event to those interested in the transformation of the Bronx into a viable borough of sustainable, technology-driven business activities and economic growth.

Summit on Technology Start Ups in the Bronx: Opportunities And Challenges

- 8:30 - 8:55 a.m. Breakfast and Networking
- 9:00 – 9:10 a.m. **Introduction**
W. “RP” Raghupathi, Ph.D, Director, Center for Digital Transformation
- SPEAKERS**
- 9:15 – 9:35 a.m. Donna Rapaccioli, Ph.D., Dean, Gabelli School of Business and Dean of Faculty Schools of Business, Fordham University
- 9: 40 – 10:00 a.m. Marlene Cintron, President, Bronx Overall Economic Development Corporation
- 10:05 –10:25 a.m. Robert P. Gach, Global Capital Markets, - Industry Managing Director, Accenture
- 10:30 – 10:55 a.m. Darryl McLeod, Economics Department, Fordham University and Group
- 11:00 – 11-20 am Lourdes Zapata, Senior Vice President
South Bronx Overall Economic Development Corporation
- 11: 25 – 11-45 am Mitch Fillet, Professor, Gabelli School of Business, Fordham University
- 11:50 – 12:50 p.m. **PANEL DISCUSSION**
- Anjali Kumar, Google & Adjunct Professor, Gabelli School of Business, Fordham University
- Steven D’Agustino, Ph.D, Director, RETC – Center for Professional Development, Fordham University
- Nestor Davidson, Professor, School of Law, Fordham University
- Moderated by Robert P. Gach, Global Capital Markets, - Industry Managing Director, Accenture, and Scholar-in-Residence, Fordham Center for Digital Transformation
- 12:50 – 1:00 pm **Closing Remarks and Next Steps**
Evan Katsamakos, Ph.D Associate Director, Center for Digital Transformation
- 1:00 – 1:30 pm Lunch and Networking

Event is free
RSVP required due to limited seating

Center for Digital Transformation Industry Council

Robert Gach, Council Chair & Scholar-in-Residence

Global Capital Markets - Industry Managing Director, Accenture

Robert Gach received a Bachelor of Science degree in accounting from College of Business Administration, Fordham University in 1980

Fordham Center for Digital Transformation

Vision

The Center for Digital Transformation (CDT) offers a premier resource for information on the global digital transformation of business and society.

Mission

The Center for Digital Transformation is dedicated to understanding the role of *digital technologies* in accomplishing three fundamental transformations required for success in the global marketplace:

1. *Individual* transformation to create effective human capital
2. *Business & Industry* transformation to promote competitiveness, productivity, innovation and growth
3. *Societal* transformation to build a sustainable society.

CDT will provide intellectual leadership for a collaborative community of scholars, executives, leaders and students deeply committed to the role of digital technologies in transforming business and society.

The Center will accomplish this mission by conducting and disseminating high-impact research; creating an ongoing dialogue between various stakeholders; and incorporating the understanding of the transformational aspects of digital technologies into the business curriculum.

Goals and Objectives

The Center for Digital Transformation will harness interdisciplinary faculty knowledge and skills at Fordham to:

- Promote dialogue among technology executives, users, and other stakeholders about the transformative potential of digital technologies;
- Advocate the key role of digital technologies as a driver for organizational effectiveness and society's betterment;
- Enlighten and educate business & non-profits about the benefits of socially responsible digital technology;
- Link individuals, organizations, and society at large with advocates of digital technology for knowledge transfer and use.

In pursuit of this mission, CDT will focus on the vital role and impact of digital technologies in the following key interdisciplinary areas:

- Business analytics and performance management for informed decision making
- Mobile computing, broadband, social media, and their impact
- Facilitating business & societal sustainability
- Enabling transparent corporate governance
- Business & entrepreneurial aspects of intellectual property
- Supporting Innovation and technology startups
- Health care sector applications & transformation
- Economic, network & strategic models
- Disruptive technologies and their impact
- User interface and consumer-driven issues

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