



The Annual Orange County Chapter Alumni Network Event

Featuring Professor Vijay Gurbaxani on

“Competing Via Structure: Technology, Partnership and Value Creation”

The strategies, business models and capabilities necessary for success in the networked economy are substantially different from those required for success in the past. Increasingly, companies are migrating to network-enabled organizational forms such as value networks – integrated collaboratives of specialist companies providing complementary goods and services, and linked by sophisticated information systems. Value networks achieve superior performance by exploiting the efficiencies that arise from the specialization and focus of the partners, while also benefiting from the synergies of the network. Correspondingly, a firm’s business and technology strategies are increasingly intertwined with those of its partners in its network. Professor Gurbaxani will explore the business and economic reasoning that underlies the move to these new, more efficient structures, analyze the role and value of information technology in enabling these efficiencies, and examine how strategies for sourcing and managing IT services must reflect this new reality.

Date: Wednesday, January 31st
Time: 6:00 p.m. to 8:00 p.m.
Location: Experian America, Costa Mesa
RSVP: [RSVP deadline by January 24.](#) Advance RSVP required due to building security. No walk-ins allowed. RSVP to: MerageAlum@merage.uci.edu or call 949-824-7167
Driving directions & check-in instructions will be provided upon RSVP.

The evening’s program will also include:

Welcome Remarks by Experian President & CEO Chris Callero

State of the School Report by Dean Andy Policano

A Networking Reception following the Program

This is a great event that *all alumni of the Merage School* are invited to attend. We want to thank Experian for their generosity in sponsoring our event at their facility. Questions? Contact The Office of Alumni Relations at The Paul Merage School of Business at MerageAlum@merage.uci.edu. We look forward to seeing you on January 31st.