

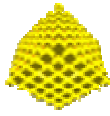
# Center for Global Outsourcing

3rd Annual International Outsourcing Conference

[September 9-10, 2004, The American Airlines Training and Conference Center Dallas, TX, USA]

## Conference Program

Time Slot	Event	Description
<b>Time Slots for Wednesday - 09-08-04</b>		
6:30-8:30PM	Registration	Registration Area Open
6:30-8:30PM	Vendor Booths	Booth Area Open for exhibitors to set up their booths
<b>Time Slots for Thursday - 09-09-04</b>		
7:00-8:00PM	Vendor Booths	Booth Area Open
7:00-7:00PM	Registration	Registration Area Open
7:30-8:30AM	Breakfast	Breakfast Area
8:30-9:45AM	Keynote Breakfast Session	<ul style="list-style-type: none"> <li>• Welcome Remarks by Conference Chairperson Shailendra Palvia</li> <li>• Introduction of Associate Dean, University of Dallas by Local Chairperson Mahesh Raisinghani</li> <li>• Inaugural Remarks by Associate Dean, University of Dallas</li> <li>• Introduction of Breakfast Speaker by Local Chairperson</li> <li>• Global Outsourcing of IT and ITeS: A Paradigm Shift by Shailendra Palvia</li> <li>• Presentations, 5 minutes each by exhibitors and sponsors -- Prairie Software, ILP, KMG, and GITMA</li> <li>• Announcement of Next Year's conference venue and dates</li> </ul>
9:45 -10:00AM	Break	Break
10:00-11:45AM	CIO/CEO/Executive Roundtable	<p>Moderator: Shailendra Palvia</p> <p>Issues:</p> <ul style="list-style-type: none"> <li>• Understanding global political and economic impact</li> <li>• Identifying business processes that are suitable for outsourcing</li> <li>• Selecting country and vendor for global outsourcing</li> <li>• Negotiating contracts and SLAs</li> <li>• Comprehending detailed steps for outsourcing</li> <li>• Managing ongoing relationships and handling failing relationships</li> <li>• Knowing the process for reverse outsourcing</li> </ul>

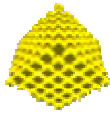


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<b>12:00 noon – 12:45 PM</b>	<b>Lunch Time</b>	<b>Lunch Area</b>
12:45-1:30PM	Plenary Session	<b>Keynote Speech by Mr. Vivek Wadhwa</b>
1:30-1:45PM	Break	
1:45-3:15PM	Parallel Session A	<p style="text-align: center;"><b>Global Impact</b></p> <ul style="list-style-type: none"> <li>• <b>Offshore Outsourcing of IT: A Case Study</b></li> <li>• <b>Analysis → Mike Raisinghani, University of Dallas, Dallas, TX, USA</b></li> <li>• <b>Financial Measurement of Big Outsourcing Deals in the Securities Markets → Peak, Conover, and Windsor, University of North Texas, Denton, TX, USA</b></li> <li>• <b>Dimensions of Offshore outsourcing business models → Naureen Khan and Guy Fitzgerald, Brunel University, UK</b></li> </ul>
	Parallel Session B	<p style="text-align: center;"><b>Functions and Processes for Outsourcing</b></p> <ul style="list-style-type: none"> <li>• <b>Looking Beyond the Dollars: Outsourcing to Improve your IT Department → Heather Terenzio, Astoundry Inc., Houston, TX, USA</b></li> <li>• <b>The Impact of Outsourcing of Manufacturing Functions on Plant Performance → Indranil R. Bardhan, University of Texas at Dallas, TX, USA</b></li> <li>• <b>The Case for SME outsourcing of IS Security → Murray Jennex, State University of San Diego, San Diego, USA</b></li> </ul>
3:15-3:45PM	Coffee Break	Sponsored by <b>Ivy League Publishing</b>
3:45-5:15PM	Parallel Session A	<p style="text-align: center;"><b>Selection of Country and Vendor</b></p> <ul style="list-style-type: none"> <li>• <b>India as a Destination for Outsourcing Services: Navigating the Complexities → Amit Maheshwari, i-Vantage, Cambridge, MA, USA</b></li> <li>• <b>Offshore Outsourcing of System Development: An Exploratory Case Study Involving Companies from Finland and India → Ifinedo, Yahalo, Anicet, and Nahar, University of Jyväskylä, Finland</b></li> <li>• <b>Quality Software Outsourcing to Non-English Speaking Countries Using Requirement Modelling → Jung-Sing Jwo, Wilson Wu, Eric Hung, Chih-chi Wang → Tunghai University, Taiwan</b></li> </ul>

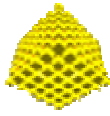


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	Parallel Session B	<p align="center"><b>Detailed Steps in Outsourcing</b></p> <ul style="list-style-type: none"> <li>• <b>Offshore Business Models: Sorting through the Options → Shailen Gupta, Renodis Global Services, Minneapolis, MN, USA</b></li> <li>• <b>Integrated Development Environments (IDEs) for Effective Management in Software Development Outsourcing → Monique Albrecht, University of Maryland, MD, USA</b></li> <li>• <b>The Software Delivery Supply Chain → Mark Wesker, Artifact Software, Baltimore, MD, USA</b></li> </ul>
5:15-6:00PM	Break	
6:00–8:00PM	Reception	Sponsored by <b>Prairie Software</b> and <b>Key Management Group</b> Brief remarks by sponsors and by Local Chairperson
<b>Time Slots for Friday - 09-10-04</b>		
7:00AM-5:00PM	Vendor Booths	Booth Area Open
7:00AM-1:00PM	Registration	Registration Area Open
7:30AM-8:30AM	Breakfast	<b>Breakfast Area</b>
8:30AM-10:00 AM	Parallel Session A	<p align="center"><b>Global Impact</b></p> <ul style="list-style-type: none"> <li>• <b>Security Measures for Outsourced Systems Development Project, Bradley Jensen, University of North Texas, Denton, TX, USA</b></li> <li>• <b>The Outsourcing of Contact Centers → Malcolm Tesadale, Prairiefyre, Norcross, GA, USA.</b></li> <li>• <b>Global IT Outsourcing: Metrics for Success → Ram Misra, Montclair State University, Montclair, NJ, USA</b></li> </ul>
	Parallel Session B	<p align="center"><b>Selection of Country and Vendor</b></p> <ul style="list-style-type: none"> <li>• <b>Offshore Outsourcing Locations' Readiness versus Attractiveness → Olayele Adekalun, DePaul University, Chicago, IL, USA</b></li> <li>• <b>Socio-Economic Issues in Offshore Project Locations and Its Impact on the Projects → N N S Chandra, Big Pond Technologies, Hamilton, Canada</b></li> </ul>



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		<ul style="list-style-type: none"> <li>• <b>Outsourcing in the Insurance Industry: A Perspective → Deepak Garg, Key Management Group, Melville, NY, USA</b></li> </ul>
10:00AM-10:15AM	Break	
10:15AM-11:45PM	Parallel Session A	<p style="text-align: center;"><b>Managing Outsourcing Relationships</b></p> <ul style="list-style-type: none"> <li>• <b>Paper: Elusive Value of IT-Offshore Outsourcing Relationships → Abhishek Prakash, HCL Technologies America, Sunnyvale, CA, USA</b></li> <li>• <b>Panel Session: Global Outsourcing Relationship Management: Moderated by Prashant Palvia</b></li> </ul>
	Parallel Session B	<p style="text-align: center;"><b>Selection of Country and Vendor</b></p> <ul style="list-style-type: none"> <li>• <b>Quality Uncertainty as a Cause for Market Failure – Application Service Providing (ASP) in Austria → Reiner Buchegger and Rene Riedl, Kepler University of Linz, Austria</b></li> <li>• <b>Offshoring to Russia → Derrick Robinson, Luxoft, Russia</b></li> <li>• <b>China as an Offshore Outsourcing Destination: A Call to Research → Mike Gallivan, Georgia State University, Atlanta, GA, USA</b></li> </ul>
11:45AM-12:00 noon	Break	
12:00 noon to 12:45PM	Lunch	Lunch Area
12:45PM-2:30 PM	Plenary Session	<ul style="list-style-type: none"> <li>• <b>12:45 to 12:50 → Next year's conference</b></li> <li>• <b>12:50 PM-1:15 PM → Overview of The ADManager → Raja Gupta, Co founder and CFO, The ADManager</b></li> <li>• <b>1:15-2:00 PM → The Legacy Debt of Outsourcing → Keynote Speaker, Mr. Tom Hill from EDS</b></li> <li>• <b>2:00-2:30 PM → Global Outsourcing Quiz Bowl between Researchers and Practitioners conducted by Mr. Anupam Palvia, Herbalife International</b></li> </ul>



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2:30-3:00PM	Coffee Break	Sponsored by <b>Global IT Management Association</b>
3:00PM-5:00 PM	Plenary Session	<p style="text-align: center;"><b>Legal and Other Issues</b></p> <ul style="list-style-type: none"><li>• <b>Legal Issues in Offshore Outsourcing- An Immigration Perspective → Margaret Loannides, Austin, TX, USA</b></li><li>• <b>Matching Business Process with the Right Sourcing Mechanism: A Framework for Analyses → Ling Ge, Prabhudev Konana, and Huseyin Tanriverdi, University of Texas at Austin, TX, USA</b></li><li>• <b>Offshore Outsourcing Engagement – Phases and Challenges → Vinoda Kumar Nandicoori, HCL Technologies America, Sunnyvale, CA, USA</b></li><li>• <b>Risks Climates and Risk Mitigation in Offshore IT Outsourcing → Erin Cody and Rajiv Kishore, SUNY at Buffalo, NY, USA</b></li></ul>