

Department of Information and Systems Management
School of Business and Management
Hong Kong University of Science and Technology

Seminar Announcement

***Researching E-Business and Small firms (SMEs):
the potential of aggregation for increasing participation***

by

Professor David Brown

**Lancaster University
Management School**

Date: 16 May 2007 (Wednesday)

Time: 2:00 – 3:15 pm

Venue: Room 4115A, Lift 19

~~~~~ All interested are welcome ~~~~~

**Abstract**

SMEs are a crucial part of the economy in all countries. Whilst access to internet technologies is ubiquitous the adoption by SMEs of applications, and in particular complex applications, remains problematic. The latter, which includes ERP and similar enterprise and specialist software, are the basis of efficiency gains and SMEs are at risk of being disadvantaged. The scope for increasing access to such applications is part of a broad research agenda at Lancaster for SMEs and this seminar looks at some recent work on the potential of aggregation as a means of increasing participation.

**Biography**

David Brown is the Professor of Information Systems, Lancaster University Management School. He is also Director of the Lancaster China Management Centre and a Fellow Professor in Management Science, Renmin University, Beijing. His research interests have two separate but linked strands. Firstly, strategic studies including strategic information systems and e-business, and secondly the application of these two strands internationally, especially in China. Current Research includes strategy formulation in China's corporatised SOEs; E-Business and SMEs; and the enhancement of teaching and research in Management Education in China and Laos. He has published three books on China and many articles on management science, transition in China and E-Business. He has also secured major research grants through the Asia-EU fund, EPSRC, British Council and UNDP.