

*The Netherlands Institute for Academic Studies in Damascus (NIASD)  
has the pleasure to invite you for the lecture:*

## **“Getting IT right: Seven principles for aligning IT and strategy in a uncertain world”**

By **Professor Dr. Hans P. Borgman**, professor of business administration and information management at Leiden University School of Management (LUSM). Previous academic appointments include the University of Michigan Business School in Ann Arbor (USA), the European Business School in Oestrich-Winkel (Germany) and the Rotterdam School of Management, Erasmus University in Rotterdam (The Netherlands), where he also obtained his PhD in 1994. Professor Borgman’s current research interests include management aspects of e-business, data warehousing, and the adoption of new technologies in organisations. In addition he is active in consulting, on (supervisory) boards and as a frequent speaker at academic and business conferences as well as in executive education programmes. Professor Borgman will give his lecture on:

**Monday the 5th of November 2007, 19:00h at the NIASD**



Information Technology has fundamentally affected how we work, organize, communicate, learn and play. Yet despite this pervasiveness of IT, the IT departments are under increasing pressure to cut costs, comply with regulations, show return on investment and defend their entire existence in a world of outsourcing and increased expectations. Using evidence and examples based on research across a range of industries including governments, electronics, airlines and fashion, some of the underlying principles will be highlighted that show how successful organizations are meeting these challenges.

**Language:** English

**Location:** NIASD, Farabi Sreet 85, East Mezzeh (near the Greek Embassy)

**Time:** **19:00h**

**Information:** Telephone: 6120515, Email: [assistant@niasd.org](mailto:assistant@niasd.org)