



**Montpellier International Workshop on Information Systems  
MIWIS 2007 (Montpellier, France)  
July 13<sup>th</sup>, 2007**

***“Information Systems contributions to business value:  
Antecedents, outcomes and measurement issues”***

**WORKSHOP THEME**

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Since Information Systems (IS) affect organizations at many different levels in many different ways. The objective of this one day workshop is to discuss recent academic and practical analysis of the important issues of ***Information Systems contributions to business value, its antecedent, outcomes and measurement aspects.***

The business value of IS has been debated for a number of years. Some authors have found large performance improvements attributable to IS, as well as evidence that IS has generated substantial benefits at different levels of analysis (Individual users, Key business processes and the organization overall). However, others continue to question whether IS have had any bottom line impact on their business performance and are challenged with their implementations, outcomes and measurement issues.

Several questions deserve particular interest among those: How to manage efficiently IS? How to evaluate IS business value? How to measure the value of IS contributions and at which level of analysis?

## KEYNOTE SPEAKERS

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### **Marshall Van Alstyne,**

*Associate Professor, Boston University and MIT, Boston, USA*

*“Information, Social Networks, and Individual White Collar Productivity”*



His work concerns information economics. In designing information goods, this research concerns competitive strategy and network effects. In control over information, it concerns who has access to what information, when, and at what price. Work also balances open source principles against those that generate profits and stimulate innovation.

Professor Van Alstyne was among the first to document productivity effects of IT and communications at the individual desktop level. His work has received a NSF Career Award, two best paper awards, and has appeared in *Science*, *Management Science*, *Harvard Business Review*, and the popular press.



**Pascal Durazzi**, BT and IT manager at IBM France, Montpellier Integrated Supply Chain plant & **Francoise Alabiso**, Senior IT Architect.

*“Business Process Transformation and Business Value: the IBM Case”*



He started his career in 1982 as test engineer to start up industrial platforms in various areas like: steel company, chemical production plant in Tunisia and nuclear power units. He joined IBM in 1985 and he has now 22 years of experience in business process transformation and an extensive experience in industry through several management and technical staff positions in Integrated Supply Chain and Total Quality Management. He has also been involved with re-engineering consulting for three years in IBM Consulting group to transform Clients business processes.

He is certified Consulting Supply Chain Management Professional, a brand new career path to support the IBM Integrated Supply Chain globalization strategy.



**Marc Bouroudian**, *Scientific : User Functions Coordinator*, Sanofi-Aventis, Montpellier.

**Caroline Blondel**, Clinical Information Systems User Coordinator, Sanofi-Aventis.

“Information System contributions to the Drug development process: The Electronic Clinical Data Acquisition Case”



Marc Bouroudian is Head of the User Functions Coordination unit at the Scientific Information Systems (SIS) Department of Sanofi-Aventis. He joined the company in 1992. His scientific background led him to the position of *Clinical Trial Manager* in charge of a compound from Phase 1 to Phase 3. Later he was responsible for the implementation of a worldwide Information System (IS) for Clinical Development and then held the position of *User Function Contact* within the same organization. He then joined the IM Department in the year 2003 as *Head of the Project Management Group*. Marc's expertise in coordination naturally brought him to his present responsibilities in the SIS Department where he coordinates the User Function Contacts who have the specific responsibility of defining the Sanofi-Aventis Scientific and Medical Affairs business strategy for Information Systems.



Caroline Blondel is the Head of the Clinical Information Systems Coordination in the International Clinical Development function of sanofi aventis R&D. After studying medicine, she first worked in Roussel-Uclaf from 1991 to 1994 as Physician for Pharmacovigilance. She joined sanofi in 1994, first as physician in charge of Pharmacovigilance for drugs under development and marketed products, then from 1997 as Head of the Pharmacovigilance Data Base Unit, in charge of all user aspects related to Pharmacovigilance Information Systems. In 2001, Caroline joined the International Clinical Development as Clinical Research Network Leader. Since 2004, she is the User Function Coordinator for International Clinical Development, responsible for global coordination of the Clinical Information System from the user side, working in close collaboration with the clinical users and the IS people to build and implement the Clinical IS Master Plan.

## PROGRAMME

<b>8 :30 - 9 :00: Reception and registration</b>	
<p>9:00 – 09:45: <b>Workshop opening</b></p>	<p><b>Didier Jourdan</b>, <i>GSCM-Montpellier Business School Dean</i></p> <p><b>Hind Benbya</b>, <i>Associate Professor at GSCM-Montpellier Business School</i> “IS and Business Value: What Have we Learned so Far?”</p>
<p>09:45 – 12:00: <b>Keynote Speakers</b></p>	<p><b>Marshall Van Alstyne</b>, <i>Associate Professor, Boston University and MIT, Boston, USA</i> “IS and productivity at the individual level”</p> <p><b>Pascal Durazzi</b>, <i>BT &amp; IT Manager at IBM France</i> <b>Francoise Alabiso</b>, <i>Senior IT Architect</i> “Business Process Transformation and Business Value: the IBM Case”</p> <p><b>Marc Bouroudian</b>, <i>Scientific : User Functions Coordinator – Sanofi-Aventis, Montpellier</i> <b>Caroline Blondel</b>, <i>Clinical Information Systems User Coordinator - Sanofi-Aventis</i> “Information System contributions to Drug development process: Electronic Clinical Data Acquisition”</p>
<b>12:00 – 13:30: Lunch</b>	
<p>13:30 – 15:00 : <b>1<sup>st</sup> session :</b></p> <p><b>Analyses empiriques sur la création de valeur</b></p> <p>Chair: Régis Meissonier, GSCM – <i>Montpellier Business School</i></p>	<p>« Apports des systèmes d’information a l’innovation stratégique : exploration d’un cas de rupture » <i>Isabelle Bourdon, Laurence Lehmann-Ortega</i></p> <p>« Evaluation contingente de la valeur du service offert par la technologie NFC intégrée au téléphone mobile » <i>Alex Durand</i></p> <p>« Internet et création de valeur : le cas de la relation entre l’expert-comptable et le dirigeant d’entreprise » <i>Philippe Chapellier, Thouraya Trigui</i></p>
<b>15:00 – 15:30 : Coffee break</b>	
<p>15:30-17:00 <b>2<sup>nd</sup> session</b></p> <p><b>Inférences théoriques sur la création de valeur par les TIC</b></p> <p>Chair: Emmanuel Houzé, <i>Montpellier II University</i></p>	<p>« Performance et technologies de l’information : proposition d’un cadre d’analyse multidimensionnel » <i>Anne-Laure Mention, Anne Rousseau, Jean-Charles Bernacconi</i></p> <p>« Apports des outils technologiques à la création de valeur : quels déterminants organisationnels ? » <i>Corinne Baujard</i></p> <p>« Système d’information et surveillance de l’environnement : quelle articulation ? » <i>Soulaimane Laghzaoui</i></p>

## WORKSHOP COMMITTEE

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- **Hind Benbya: Chair**  
*Associate Professor, GSCM - Montpellier Business School, Montpellier, France.*
- **Nassim Belbaly: Co-chair**  
*Associate Professor, GSCM - Montpellier Business School, Montpellier, France.*
- **Régis Meissonier: Co-chair**  
(primary contact: [contact@miwis.org](mailto:contact@miwis.org))  
*Associate Professor, GSCM - Montpellier Business School, Montpellier, France.*
  
- **Bernard Fallery**, *CREGO, Montpellier University II, France*
- **Emmanuel Houzé**, *CREGO, Montpellier University II, France*
- **Yves Barlette**, *Associate Professor, GSCM - Montpellier Business School, Montpellier, France.*
- **Christine Bousquet**, *GSCM - Montpellier Business School, Montpellier, France.*
- **Evangelika Kartsouni**, *GSCM - Montpellier Business School, Montpellier, France.*

## KEY DATES

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- Registration deadline: **July 6<sup>th</sup>, 2007** (no cancellation will be accepted after this date)
- Date of the workshop: **July 13<sup>th</sup>, 2007**

## REGISTRATION

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For registration please fill the on-line form on the MIWIS web site (« Registration » area) **before July 6<sup>th</sup>, 2007**. The participation fee is 70€. This includes workshop registration, the lunch and coffee breaks.

## WORKSHOP LOCATION

The heritage of a thousand years of history, which has held the seal of a mutual enrichment right from the beginning, have made Montpellier the city of a thousand and one lives. It is an international city where a real integration policy is visible among the populations. Of the 244,500

inhabitants living in this city, 20% were born here. In 2002, the census showed that there were 32,190 foreign nationals living in Montpellier and 60,000 students doing university studies with 13% being foreign.



The geographical location of Montpellier, in the south of France, between the sea and the Garrigue, both facing the Mediterranean basin and close to Paris (1:10 by plane – 3:15 with the high-speed train) makes it a destination for leisure for short and medium stays. A tasteful city and also an ideal starting point to radiate throughout the region.



Coming to Montpellier will be the opportunity to you to spend time visiting famous places in the city and on the sea coast.

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For more practical information please visit the workshop website:  
<http://www.miwis.org> or contact: [contact@miwis.org](mailto:contact@miwis.org)

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