Driving Thought Leadership

Open Invitation to Help Shape Knowledge that Drives Business Solutions

October 15, 2007
9:00 am - 2:00 pm
Heritage Room, Oakland Center
Oakland University

School of Business Administration - Oakland University
Rochester, MI 48039 - www.sba.oakland.edu
Globalization and a Flat World!
Knowledge Economy!
Transformative Leadership
Key Issues that require innovative thinking to create sustainable advantages!

The School of Business Administration (SBA) at Oakland University is hosting an open forum for the business community and executives like you. We need to hear your issues — what’s keeping you up at night and what you need to drive your strategies. It is clear that changes occurring in the market place call upon research universities like Oakland University to prepare students to face a highly competitive world, embrace change, and lead their team, functional unit, organization, or their own company forward. At the same time, it is incumbent upon a research university to continue to drive thought leadership that can help future managers and leaders succeed.

This is an important opportunity to connect with faculty — in a variety of strategic arenas. If you can’t come, but would like to provide input, please send us your email and we will share the additional information on the research groups electronically.

Please RSVP by October 10th to Lori Crose at crose@oakland.edu

This is an open house from 9:00 am to 2:00 pm; join the discussion when you can!

What is the SBA doing to Shape the Future of thought leadership?
We have developed an array of inter-disciplinary research groups aimed at addressing focused business problems such as:
• Enterprise strategy, entrepreneurship and leadership in a global economy;
• Corporate governance and monitoring to address the changing regulatory world
• Investment and financing in global markets
• Branding and relationship management in the Internet age
• Process and decision analysis to address global supply, decision and value chain complexities
• Information technology management using global work-force
• Sensitivity to social and cultural differences in global business
• Formulation of public and social policies in turbulent times

We look forward to seeing you on October 15!

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