

Research & Education

Our research and education efforts drive a profound new way to think about how business and technology relate to one another in terms of innovation, financial performance, decision-making, and organizational processes. Such thinking requires new knowledge and skills for those who practice it, but more importantly it demands embracing a critical perspective that the management of business and technology must be converged.

Our research and education offerings include:

- **Collaborative Research**

The goal of our research is to advance the theory of Business Technology Management (BTM) and identify the best practices that translate the theory into action, thus becoming a bridge between management study and management practice.

- **Books & Publications**

Our books provide expert advice to educate, evolve, adapt, and continuously improve the management of business and technology by combining management techniques, emerging trends, opinions, research insight and analysis from thought leaders and practitioners.

- **On-line Knowledge Community**

This expert knowledge community exclusively focused on managing the convergence of business and technology provides subscribers invaluable management insight through on-going research, extensive expert interviews, best practices, and monthly management journals.

- **Workshops & Seminars**

Led by a combined academic/practitioner faculty, these workshops and seminars are the only programs offered that define the key management capabilities needed to effectively converge business and technology, based on the BTM Framework. Upon completion, participants receive a BTM Certificate of Participation or Achievement.

- **Speaking & Mentoring**

Our multi-disciplinary faculty members contribute a wealth of knowledge and experience in private and group settings. These programs are designed to cultivate knowledge in the next generation of executives and professionals. They steer executives on how to be more effective today, while creating an environment that fosters development of tomorrow's leaders.

These offerings range in price from \$35 (per book) to \$30k (mentoring or training programs). All programs are available for customization based on the needs of a company or individual.

BTM Institute - Collaborative Research

In 2003, the BTM Corporation launched the BTM Institute. The international, nonprofit BTM Institute is the first organization of its kind to bring together a select group from the academic, corporate, government and thought leadership communities as a multi-disciplinary research think tank to address the long-standing need to manage business and technology together.

For more information about the BTM Institute, please visit: <http://www.btm-institute.org>

BTM Exchange - Expert Knowledge Community

The BTM Exchange is an expert knowledge community exclusively focused on managing the convergence of business and technology. Membership to the Exchange is extended to business and technology professionals, leading academics, and thought leaders around the globe to provide invaluable insight and access to a network of BTM Experts on a variety of business technology management issues.

For more information about the BTM Exchange, please visit: <http://www.btmexchange.com>

BTM Academy - Leadership Development Programs

The BTM Academy is the centralized leadership development source for business technology convergence and management. Through a collection of program offerings designed to meet the needs of today's global leaders, it is the goal of the Academy to provide today's executives with cutting-edge management techniques to develop next generation skills. The academy works in close collaboration with leading universities to serve its broad audience.

For more information about the BTM Academy, please visit: <http://www.btmacademy.com>



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