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Over the last 25 years, the business community’s embrace of the technologist as the principal driver of economic opportunity resembles a Victorian romance in which the long, tentative but warming courtship through the 80’s, culminated in the late 90s in a heady and joyous union. Having disastrously overspent during the honeymoon the couple must today decide which of their former aspirations they can afford to pursue, and what guidance should they give their newborn offspring.

For the academic community the issue of what we have learned in recent years about the interaction of business and technology is critical. Our students are about to enter or are in a work environment for which the concept of a 40 year career with one employer culminating in a gold watch is an utterly inappropriate model. “The average life span of a company in the S&P 500 declined from 35 years in 1975 to less than 20 years today.” What then do we teach about the relationship between business and technology in an environment that appears increasingly “rich in complexities rather than certainties?”