Business To Things - How things become an active player in business processes

Abstract
The Internet of Things is not a means to an end. Rather, it is essential to covert its desirability, feasibility and viability into new, sustainable value propositions. This keynote proposes the notion of Business-to-Things (B2T) Management as a way to consider an emerging world in which humans and things will interact, collaborate and trade amongst and with each other in the context of digital business processes. Based on comprehensive research and a related classification of B2T patterns, the presentation will outline possible implications of an ‘Hybrid Economy of Human and Things’. Delegation, recommendation and decision-making will be used to describe distinct stages of empowerment. Use cases from various industries will demonstrate the applicability of these concepts.

Short Bio Michael Rosemann
Dr Michael Rosemann is Professor for Information Systems and the Executive Director, Corporate Engagement, at Queensland University of Technology. He is also the Honorary Consul for Germany in South-East Queensland. Dr Rosemann areas of interest are revenue resilience, corporate innovation systems, opportunity-driven leadership and innovative industry-university relationships. His work is focused on creating compelling future worlds with today’s possibilities making current practices obsolete. As Head of QUT’s Information Systems School he established the Woolworths Chair in Retail Innovation, the Brisbane Airport Chair in Airport Innovation and the PwC Chair in Digital Economy. Dr Rosemann is the author/editor of seven books, more than 250 refereed papers, Editorial Board member of ten international journals and co-inventor of US patents. His publications have been translated into Russian, Mandarin, German and Portuguese. His research projects received funding from industry partners such as Accenture, Australia Post, Infosys, Rio Tinto, SAP, Suncorp and Woolworths. Michael is a frequent, global keynote speaker and provides advice to senior executives from diverse industries such as telecommunication, finance, insurance, professional services, utility, retail, public sector, logistics and the film industry.