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Panel 1 Electronic Commerce in the Year 2006

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PANEL 1

ELECTRONIC COMMERCE IN THE YEAR 2006

Panel Chair: **Cynthia Mathis Beath**, Southern Methodist University

Panelists: **Lynda M. Applegate**, Harvard Business School
John Leslie King, University of California
Richard O. Mason, Southern Methodist University

This panel considers the nature of electronic commerce in the year 2006. It is easy to predict that the technological foundations of electronic commerce will fall neatly into place in just a year or so. But what happens after that? How will electronic commerce evolve over the next decade? By thinking creatively about the world of tomorrow, our three panelists will present three diverse characterizations of electronic commerce in the future. Each panelist's view is a personal one, emphasizing different issues. Their characterizations of electronic commerce in 2006 will emphasize insight, not forecasting, with an eye toward learning, not planning.

Our objective will be to stimulate debate and discussion. The three panelists will present their views in less than an hour. The remaining half hour of the session will be organized as a discussion with the audience. Questions will be moderated by the panel chair.