

Center for Digital Transformation

DIGITAL LEADERSHIP SERIES EVENT

The Abundant University: Remaking Higher Education for a Digital World

February 7, 2023 | 5:30-6:30 PM PT

RSVP



Join us for a conversation with **Michael D. Smith**, Professor of Information Systems and Marketing and the Co-Director of the Initiative for Digital Entertainment Analytics at Carnegie Mellon University's Heinz College, who will be talking about his forthcoming book on the reinvention of higher education.

Professor Smith will discuss why higher education has been able to resist the forces of digital transformation that have altered so many other industries, why current market forces make higher education ripe for disruption, how disruption might impact structure and competition in the market for higher education, and what opportunities disruption could create for digitization research.

Professor Smith was recently named one of the top 100 "emerging engineering leaders in the United States" by the National Academy of Engineering. His work has been published widely in leading academic and professional journals, including *The Harvard Business Review* and *The Sloan Management Review*, and has been featured in national media outlets, including *The Economist*, *The Wall Street Journal*, *The New York Times*, *Wired* and *Business Week*.

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