

Corporate and government participation in the Tennenbaum Institute is an integral part of the spirit and substance of this broad, multi-disciplinary initiative. The knowledge and skills that are outcomes of the Institute's activities are available in the archival forms typical of academic endeavors. However, much earlier than possible with archival forms, knowledge and skills are communicated, tested, and refined by the vibrant and proactive exchange of ideas and intellectual debate fostered by the community of stakeholders in the Institute's mission. Partners of the Institute are central participants in this community, bringing their own issues, concerns, knowledge and skills to the exchange and debate. In this way, ideas are created, refined, tested, and deployed much faster than possible via traditional means.

### Board Membership

Major partners often serve as members of the Tennenbaum Institute Advisory Board. Board members play central roles in refining and extending the Institute vision, defining the Institute's multi-disciplinary investment portfolio, and evaluating the progress of initiatives within this portfolio. Board members are also involved in defining the knowledge and skills corporations and agencies most value and determining the best means for delivering these benefits. Consequently, Board members often participate in focus groups that address current and emerging issues and concerns of their respective industry. This work is informed by Institute studies of industry and economic trends as well as research on emerging enterprise challenges and solutions.

### Access to Knowledge

All partners of the Institute have access to the evolving Institute knowledge base of fundamental and applied research results. This includes conference and journal publications available on the Institute website ([www.ti.gatech.edu](http://www.ti.gatech.edu)) as well as copies of books published in the Tennenbaum Institute Series on Enterprise Systems:

- Vol. 1 (2007): *Work, Workflow and Information Systems*, edited by W.B. Rouse and A.P. Sage.
- Vol. 2 (2008): *Enterprise Mobility: Applications, Technologies and Strategies*, edited by R.C. Basole.
- Vol. 3 (2009): *Engineering the System of Healthcare Delivery*, edited by W.B. Rouse and Denis A. Cortese.

This series provides insights and ideas of thought leaders and senior executives on contemporary issues relating to fundamental change of complex enterprises from a systems perspective.

Other recent books from the Institute, also provided to partners, include:

- *The Economics of Human Systems Integration*, edited by W.B. Rouse, John Wiley, 2009.
- *Enterprise Transformation: Understanding and Enabling Fundamental Change*, edited by W.B. Rouse, John Wiley, 2006.
- *Organizational Simulation: From Modeling and Simulation to Games and Entertainment*, edited by W.B. Rouse and K.R. Boff, Wiley, 2005.

Beyond these formal publications, Institute partners often participate in presentations and workshops associated with these publications.

### Restricted Gifts for Research

Partners in the Institute research community often become involved because of specific research interests. When this interest involves a particular research question for which proprietary answers are sought, sponsored research is the best mechanism to support this interaction – see below. However, there are often situations where partners seek to advance general understanding in an area and are open to a relationship not involving contracts and deliverables. Restricted gifts to the Georgia Tech Foundation provide a mean to accomplish such objectives while also developing working relationships with faculty, staff, and students. These relationships can readily – and easily – lead to partners' active participation in Institute research initiatives. This can also support the recruiting goals of member companies and agencies.

## **Sponsored Research Contracts**

As noted above, there may be instances where the corporation or agency has a specific issue that needs to be addressed. For company or agency specific problems that involve proprietary information, it is in the best interests of all parties to conduct a sponsored research contract. While this involves additional cost, it provides the company with a set of deliverables pertinent to a specific issue in an agreed upon timeframe and allows the company or agency and the researchers to share information in confidence from other Institute partners. These contracts are not a required part of partnership, but an option that often best meets the needs of partners.

## **Educational Opportunities**

Partnership can also provide access to important educational opportunities. This includes announcements of lectures and seminars sponsored by the Institute, as well as the possibility of lectures and seminars offered at partners' worksites. Partners are also invited to periodic workshops and executive roundtables, which may also be arranged to occur at their worksites. Partners are further encouraged to send their staff members for graduate study at the Institute in any of a large number of degree programs at Georgia Tech.

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