



JOHNSON  
Cornell University

# Leveraging Technology for Innovation and Development

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SC Johnson Graduate School of Management

Ankara, 9<sup>th</sup> October 2013



पासपोर्ट  
PASSPORT



सत्यमेव जयते

भारत गणराज्य  
REPUBLIC OF INDIA

**Tipping point**

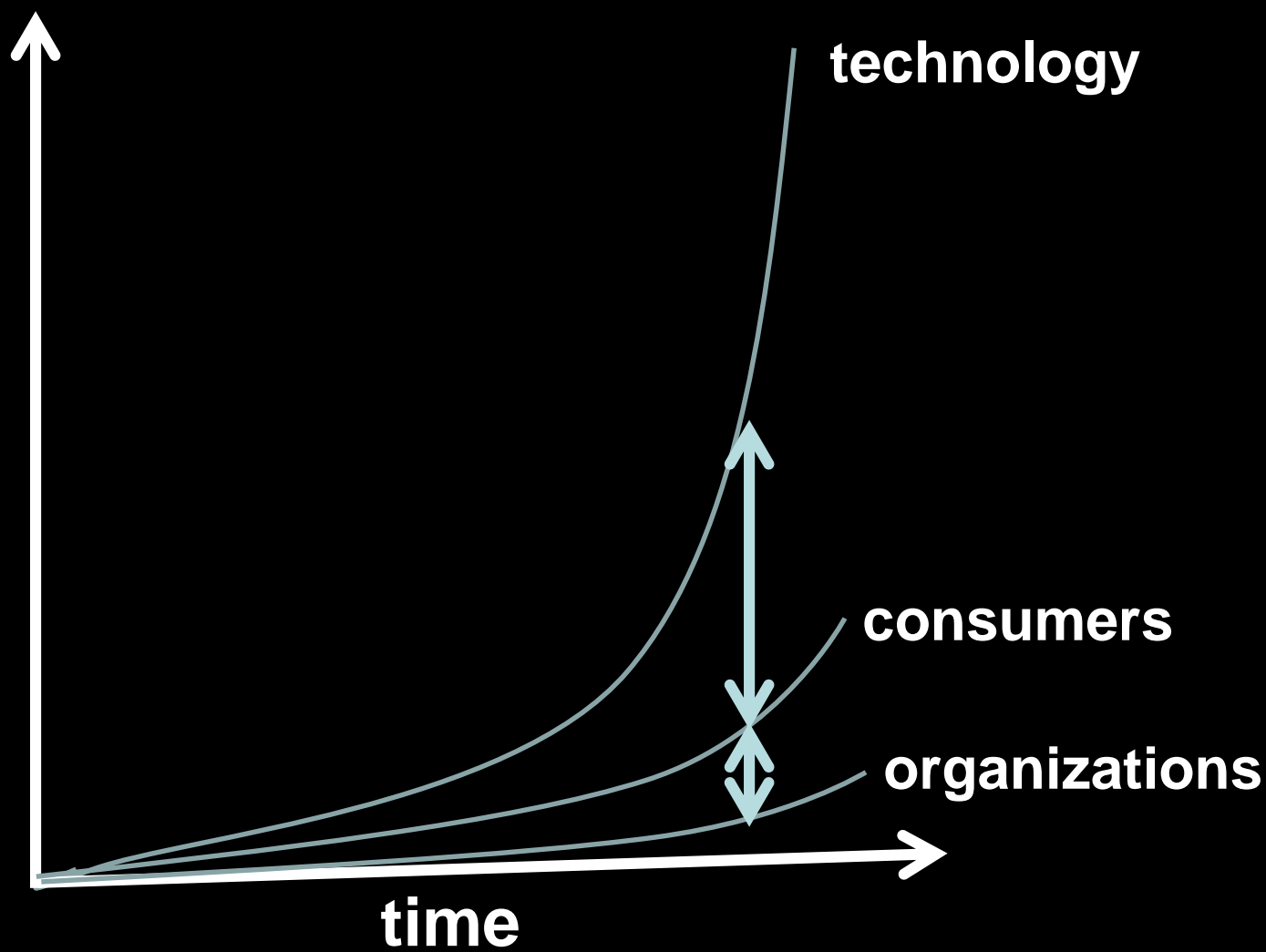
**Re-imagine**

**leadership**

*“We made as much progress in the 19<sup>th</sup> century as in the preceding nine centuries. In the first 20 years of the 20<sup>th</sup> century we made as much progress as in the entire 19<sup>th</sup> century; and in this 21<sup>st</sup> century we will make progress equal to 20 000 years at the current rate of progress.”*

Ray Kurzweil

89, 38, 14, 7, 5

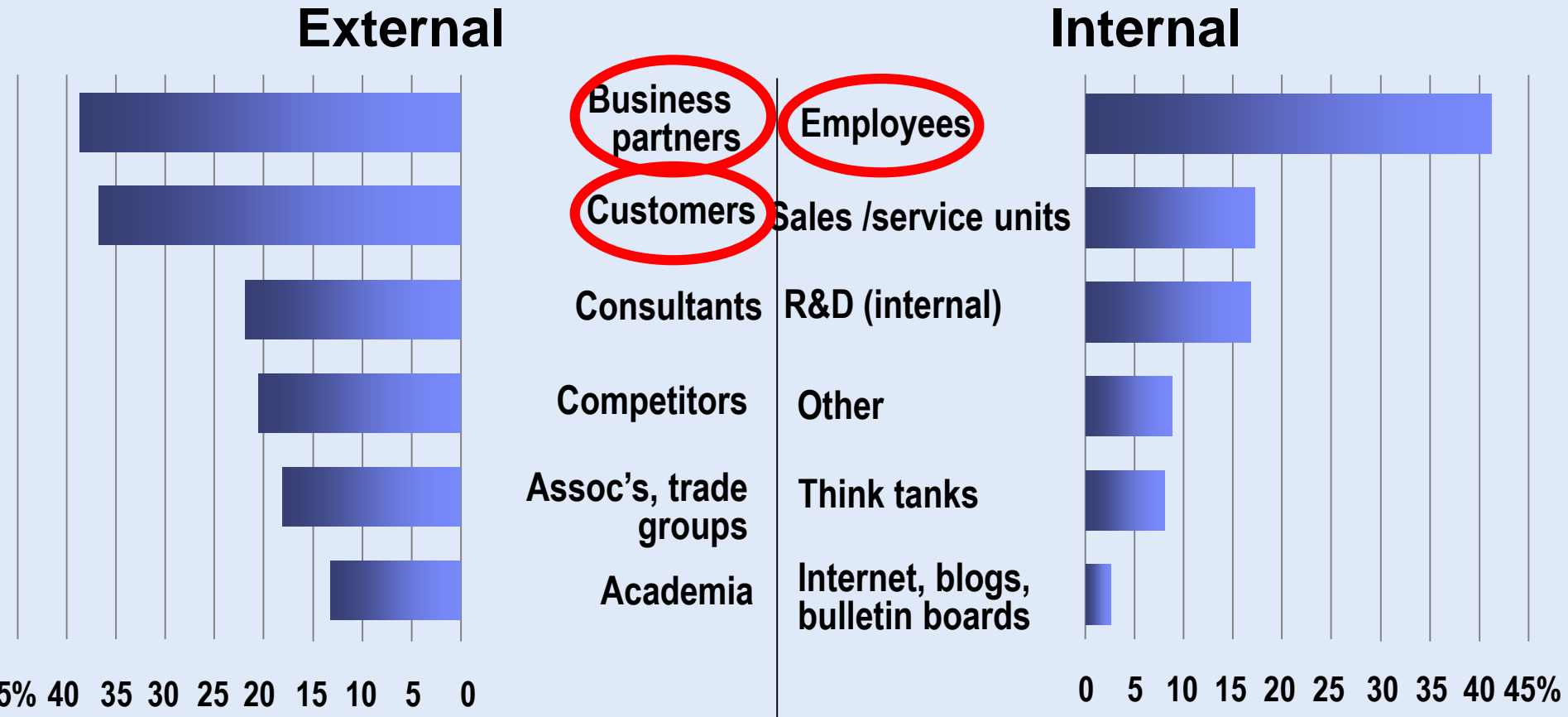


**Tipping point**

**Re-imagine**

**leadership**

# Sources of Innovative Ideas





NETFLIX

Browse Recommendations Friends Queue Buy DVDs  
Home Genres New Releases Previews Netflix Top 100 Crit

## Movies For You

Randy, the following movies were chosen based on your interest in:  
[Bowling for Columbine](#)  
[Carnivale: Season 1](#)  
[Fahrenheit 9/11](#)

All Discs Guaranteed!

### You really liked it...

Now owned for just \$5.99

Shop as low as low titles

Original artv

### The Big One

★★★★☆

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Lewis Black: Re  
and Scre

[Carnivale: Season 2](#)  
Disc Serie

★★★★★

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# Welcome!

The Netflix Prize seeks to substantially improve the accuracy of predictions about how much someone is going to love a movie based on their movie preferences. Improve it enough and you win one (or more) Prizes. Winning the Netflix Prize improves our ability to connect people to the movies they love.

Read the [Rules](#) to see what is required to win the Prizes. If you are interested in joining the quest, you should [register a team](#).

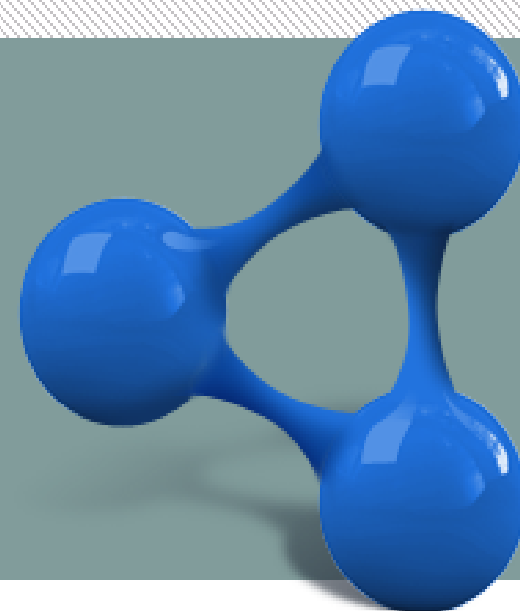
You should also read the [frequently-asked questions](#) about the Prize. And check out how various teams are doing on the [Leaderboard](#).

Good luck and thanks for helping!

# Unlocking innovation

Working with UK Public

Sector information and data

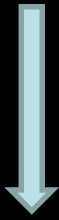


Advised by Sir Tim Berners-Lee and Professor Nigel Shadbolt and others, government is opening up data for reuse. This site seeks to give a way into the wealth of government data and is under constant development. We want to work with you to make it better.

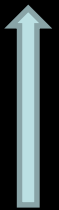
**Firms**

**Society**

**Managed**



**Organizational  
knowledge**



**Formal  
processes**



**Self organized**



**People  
knowledge**



**Shared  
culture &  
values**

The  
Economist



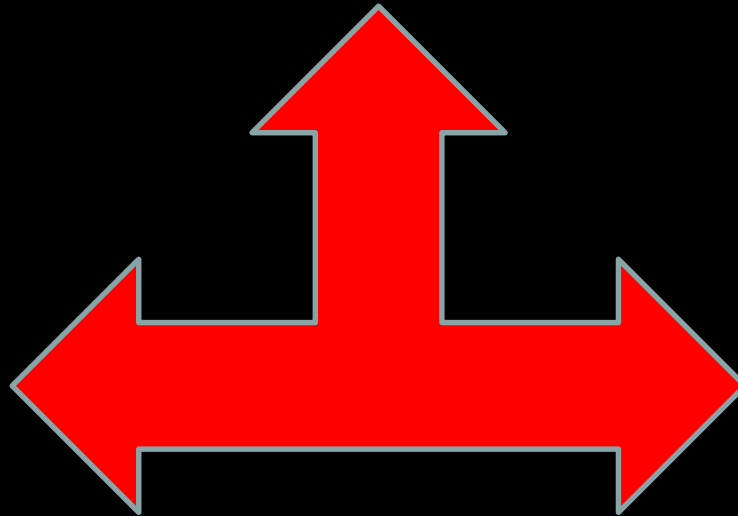
# The world turned upside down

A special report on innovation in emerging markets | April 17th 2010



**Knowledge**

**Customers**



**Resources**



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NYCTECH

# LESSONS FROM SINGAPORE

- The government's role has been crucial in the emergence of Singapore as a technological and innovation powerhouse.
- Actions include:
  - Heavy investment in education
  - Policies encouraging immigration
  - Incentives to attract FDI
  - Incubator and venture capital programs
- Broad range of macroeconomic & institution reforms to provide “clean” and efficient governance



# Puntos vive digital

Colombia

menos p  
más tra  
más op tu



**Tipping point**

**Re-imagine**

**leadership**

Insight Report

# The Global Information Technology Report 2013

## Growth and Jobs in a Hyperconnected World

Beñat Bilbao-Osorio, Soumitra Dutta, and Bruno Larvin, Editors



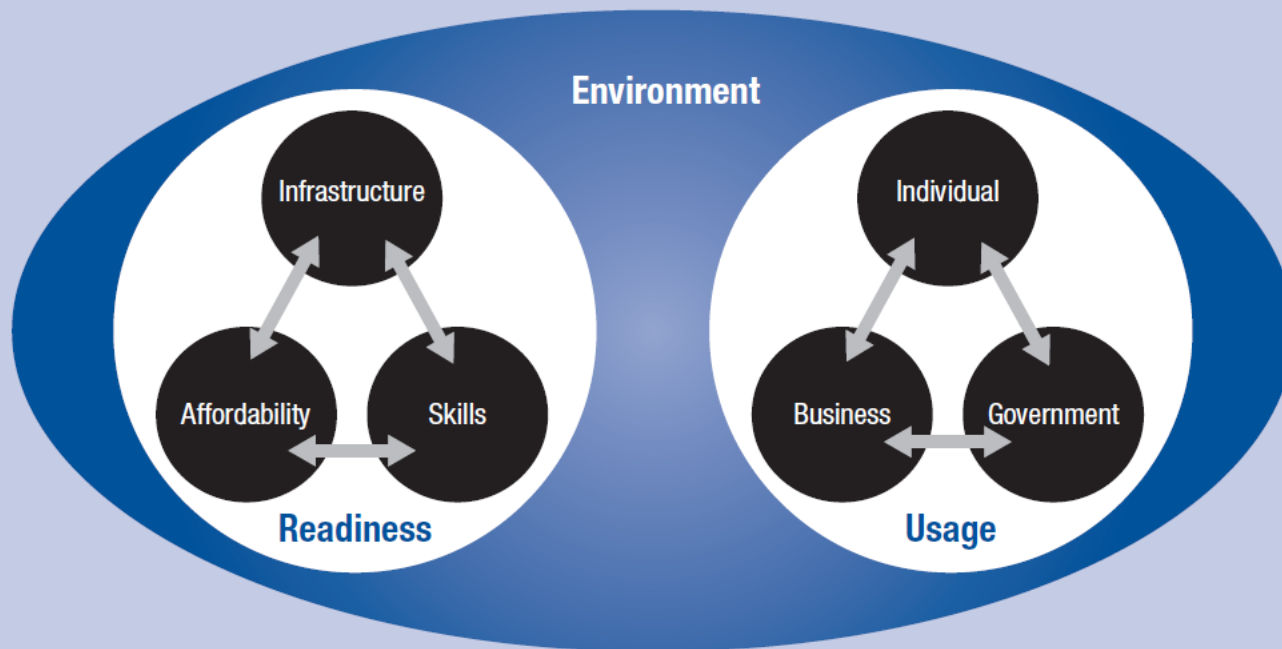
## The Global Information Technology Report 2013

Leveraging information and communications technologies is vital for competitiveness and growth.

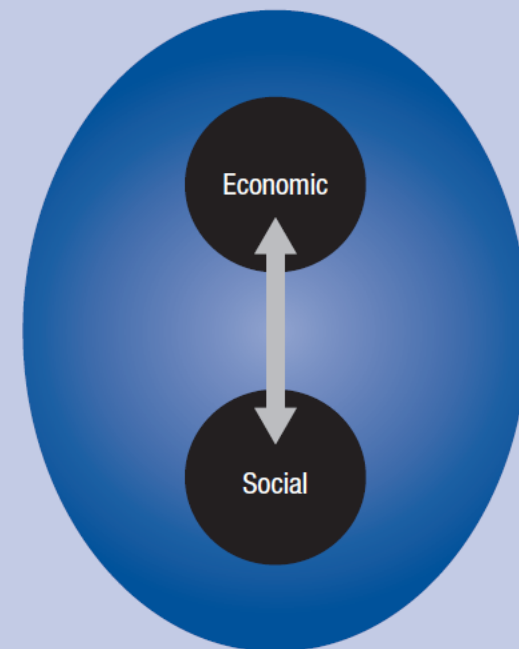
The **Networked Readiness Index** provides guidance to leaders from the public and private sectors about how to best achieve the above goals

# The Global Information Technology Report 2013

## DRIVERS



## IMPACTS



# The Global Information Technology Report 2013

Rank	Country/Economy	Score
1	Finland	5.98
2	Singapore	5.96
3	Sweden	5.91
4	Netherlands	5.81
5	Norway	5.66
6	Switzerland	5.66
7	United Kingdom	5.64
8	Denmark	5.58
9	United States	5.57
10	Taiwan, China	5.47
11	Korea, Rep.	5.46
12	Canada	5.44
13	Germany	5.43
14	Hong Kong SAR	5.40
15	Israel	5.39

35	Cyprus	4.59
36	Puerto Rico	4.55
37	Slovenia	4.53
38	Spain	4.51
39	Barbados	4.49
40	Oman	4.48
41	Latvia	4.43
42	Czech Republic	4.38
43	Kazakhstan	4.32
44	Hungary	4.29
45	Turkey	4.22
46	Panama	4.22
47	Jordan	4.20
48	Montenegro	4.20
49	Poland	4.19
50	Italy	4.18
51	Croatia	4.17

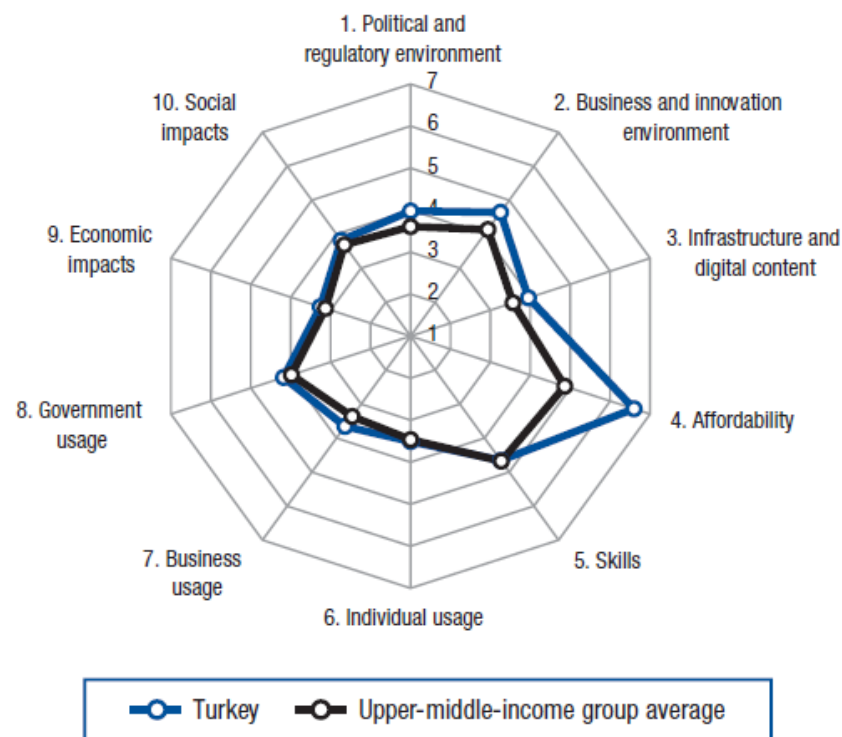
## The Global Information Technology Report 2013

30	Malaysia	4.82
45	Turkey	4.22
54	Russian Federation	4.13
58	China	4.03
60	Brazil	3.97
68	India	3.88
70	South Africa	3.87
76	Indonesia	3.84

# The Global Information Technology Report 2013

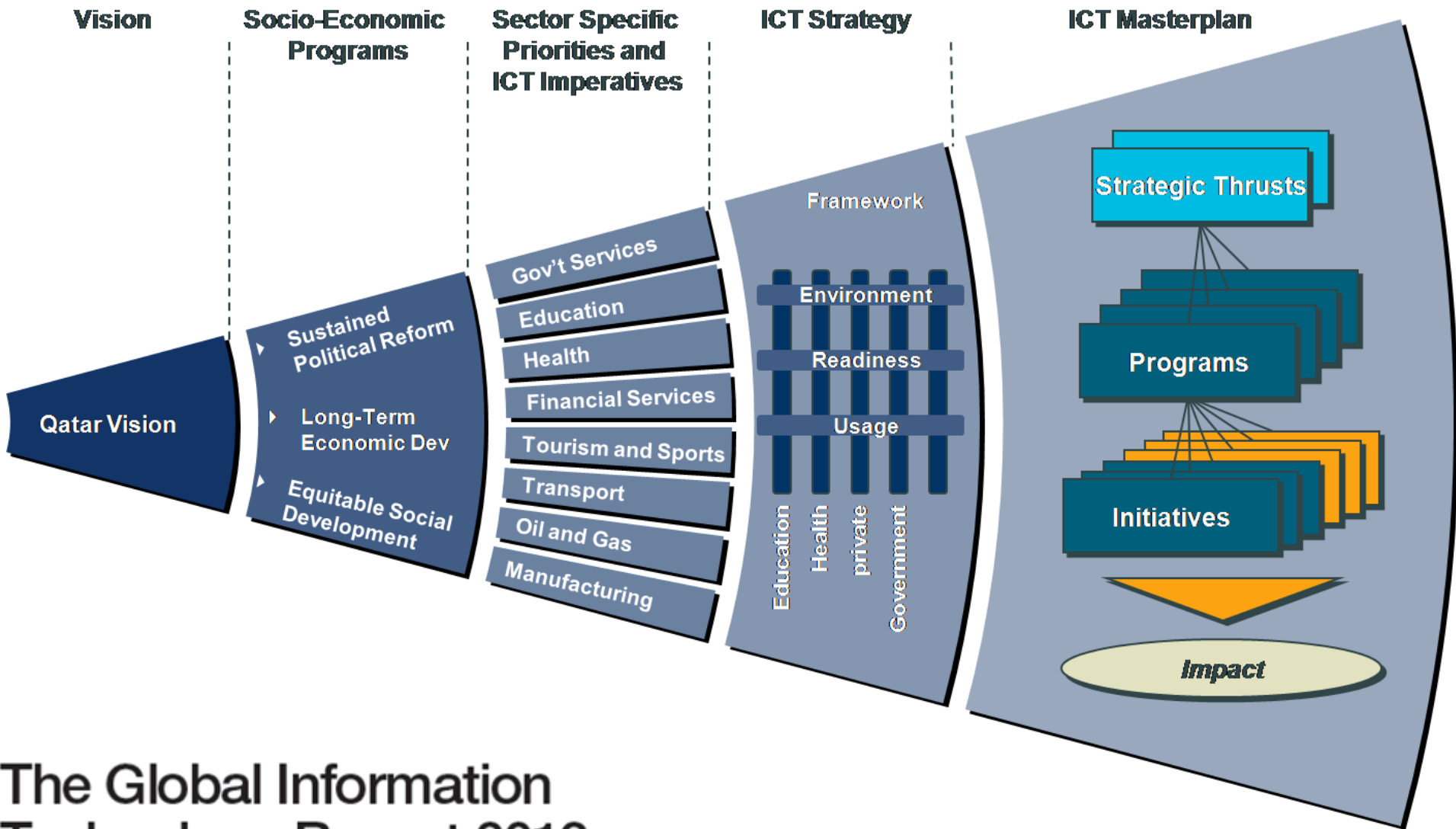
## Turkey

	Rank (out of 144)	Score (1–7)
<b>Networked Readiness Index 2013</b> .....	<b>45</b>	<b>4.2</b>
Networked Readiness Index 2012 (out of 142) .....	52	4.1
<b>A. Environment subindex</b> .....	<b>46</b>	<b>4.3</b>
1st pillar: Political and regulatory environment .....	54	4.0
2nd pillar: Business and innovation environment .....	43	4.6
<b>B. Readiness subindex</b> .....	<b>36</b>	<b>5.3</b>
3rd pillar: Infrastructure and digital content.....	48	4.6
4th pillar: Affordability .....	4	6.6
5th pillar: Skills.....	81	4.7
<b>C. Usage subindex</b> .....	<b>62</b>	<b>3.8</b>
6th pillar: Individual usage.....	68	3.5
7th pillar: Business usage.....	48	3.7
8th pillar: Government usage.....	60	4.2
<b>D. Impact subindex</b> .....	<b>64</b>	<b>3.5</b>
9th pillar: Economic impacts.....	68	3.3
10th pillar: Social impacts.....	63	3.8





# Approach to Develop ICT Strategy and Masterplan



# Key message 1

## Think big, think digital economy

1. Turkey has great foundations, now is the time to accelerate progress
2. Catch up is not good enough, **leap-frog** should be the ambition
3. ICT is more than just the ICT sector – it is the whole economy

# Key message 2

## Focus on human talent

1. Leverage the unique human potential of Turkey
2. Focus especially on **young Turkish citizens**
3. Attract talent from the region

# Key message 3

## Focus on natural markets

1. Leverage the unique geographical position of Turkey
2. Build on Turkey's rise as a global player
3. **Emerging markets** will grow – they provide great opportunities

## Key message 4

### Create a culture of innovation

1. Innovation has to be a national policy imperative
2. Unleash the **creative potential** of the country
3. Aim for high value adding activities

# Key message 5

## Make life easy for business

1. Eliminate hurdles – most of it does not cost additional money
2. Provide incentives to invest in technology and innovation
3. Celebrate **role models** and provide incentives for entrepreneurs

## Key message 6

Don't forget the basics: A, B, C...

1. Access should be a basic right
2. Brand yourself as an ICT destination
3. Content and services relevant to local population leads a vibrant digital ecosystem

**Tipping point  
Re-imagine  
leadership**

**Thank you!**

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