

FOR IMMEDIATE RELEASE
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The Center for Global Enterprise Announces Inaugural Research Program

The Center for Global Enterprise (the CGE) www.thecge.net, a new non-profit organization based in New York City, today announced its inaugural 2014-2015 Research Program. Founded by Sam Palmisano, former Chairman and CEO of IBM, and Chris Caine of Mercator XXI, the Center is grounded by a commitment to applied research regarding the challenges of globalization and the establishment of the management science for leading a globally integrated enterprise (GIE). The Center will develop operational and practical learning to help companies and societies benefit from globalization and management best practices.

Each research project will be co-led by a CGE staff member and a renowned academic partner from universities across the world. The four research areas that the CGE has chosen to pursue are:

- **Business Models for Speed & Scale:**
Project Leaders: *Pankaj Ghemawat*, Global Professor of Management and Strategy, New York University, Stern School of Business and *Christopher Caine*, President CGE
[See full description of "Business Models for Speed and Scale" here](#)
- **Computational Enterprise Analytics:**
Project Leaders: *Rahul Basole*, PhD, Associate Professor and Director, Georgia Institute of Technology and *Peter Evans*, Vice-President CGE
[See full description of "Computational Enterprise Analytics" here](#)
- **Measuring Organizational Capital:**
Project Leaders: *Baruch Lev*, Professor of Accounting and Finance at New York University, Stern School of Business and *Peter Evans*, Vice-President CGE
[See full description of "Measuring Organizational Capital" here](#)
- **The Emerging Platform Economy:**
Project Leaders: *William P. Barnett*, Professor of Business Leadership, Strategy, and Organizations, Graduate School of Business, Stanford University and *Peter Evans*, Vice-President CGE
[See full description of "The Emerging Platform Economy" here](#)

Detailed explanations regarding the four research areas, why each is important and different from similar areas of study conducted in the past, and outlined roadmaps for the months ahead are available by visiting this announcement on the **CGE Website**: <http://thecge.net/coverage/>

Contact **Kristen Palmisano**, Director, Public and Media Relations, at kpalmisano@thecge.net or 646-469-5664 for interviews and further information.

For all other inquiries or to subscribe to the CGE please visit our website: <http://thecge.net/contact/>