



# GLOBAL SOFTWARE DEVELOPMENT CONFERENCE

September 10, 1.00 - 5.00 pm. in Aud 2 at the IT University of Copenhagen

## **Conference organized by**

the "Next Generation of Tools and Processes for Global Software Development" (NeXGSD) project funded by the Danish Council for Strategic Research in collaboration with the Confederation of Danish Industry (DI, ITEK), InfinIT - innovation network for IT, and the Alexandra Institute.



# GLOBAL SOFTWARE DEVELOPMENT

## – OPPORTUNITIES AND CHALLENGES FOR DANISH COMPANIES

Software development practice is changing with the rise of geographically distributed, global software development (GSD). Increasingly, Danish organizations shift all or part of their software development offshore. Several studies show that compared to co-located projects, GSD projects are more likely to be unsuccessful due to geographical, temporal, and cultural distances, which hamper close collaboration.

The interdisciplinary and international NeXGSD project aims at understanding global software development practices and view cultural diversity as an opportunity for increased innovation. The project aims at developing new knowledge and tools helping practitioners move from a traditional outsourcing model to a collaborative model of GSD.

As part of this project we invite you to participate in a conference focusing on the challenges and opportunities in global software development. The GSD conference is aimed for practitioners who are curious about the current state of the art within globally distributed software development both from a scientific and an industrial perspective. You will learn about the research and experience from international keynote speakers, scientific and industrial speakers from Denmark, Pakistan, and India, and a panel containing a set of experienced GSD experts. We will present and discuss issues like strategic outsourcing between India and Europe, cross-cultural issues in GSD, and you will learn from the experiences of companies like NNIT, TCS, TEO International, and Danske Bank.

See more details about the NeXGSD research project at: [www.nexgsd.org](http://www.nexgsd.org)

## Keynote speakers

- **Professor emeritus Geoff Walsham, Management Studies and Information Systems, Cambridge University, Judge Business School**  
Managing cross-cultural issues in global software outsourcing.
- **Professor S. Krishna, Indian Institute of Management Bangalore**  
Global software outsourcing – an Indian perspective on challenges and opportunities in partnerships with European companies.

# PROGRAM

- 12:00 **Registration and light lunch**
- 13:00 **Welcome**  
Professor Jakob E. Bardram, IT University of Copenhagen  
Project Manager of the NeXGSD project
- 13:15 **Keynote I – Managing cross-cultural issues in global software outsourcing**  
Professor Geoff Walsham, Cambridge University
- 13:50 **Global software development – Research perspective**  
Associate professor Pernille Bjørn, IT University of Copenhagen
- 14:10 **Global software development – Industry perspectives I**  
Kathiravan Palaniappan, Country Manager - Denmark  
Tata Consultancy Services
- 14:30 **Coffee break**
- 15:00 **Global software development – Industry perspectives II**  
CEO Zahid Abdullah, TEO International
- 15:20 **Keynote II – Global software outsourcing – an Indian perspective on challenges and opportunities in partnerships with European companies**  
Professor S. Krishna, Indian Institute of Management Bangalore
- 16:00 **Panel**  
Moderator: Professor Anne-Marie Søderberg, CBS  
Participants: Director Tom Togsverd, The Confederation of Danish Industry (DI)  
CEO Zahid Abdullah, TEO International  
Vice President Helle Huus, NNIT  
Professor Jakob E. Bardram, IT-University  
Vice President, Technology & Operations Peter Rasmussen, Danske Bank
- 17:00 **Closing remarks**  
Professor Jakob E. Bardram, IT University of Copenhagen
- 17:15 **Networking Reception**

# REGISTRATION

Online registration is mandatory. Deadline for registration is September 5th. Registration is free, but a "no show" fee of 500 DKK is charged.

[Click here for registration](#)

# NEXGSD PARTNERS

Research: IT University of Copenhagen (ITU),  
Copenhagen Business School (CBS),  
Indian Institute of Management Bangalore (IIMB)

Industry: NNIT A/S  
Tata Consultancy Services (TCS)  
TEO International A/S  
HCL

Conference: The Confederation of Danish Industry (DI)  
InfinIT - innovation network for IT  
The Alexandra Institute

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