Alan Thorogood: I care most about research that has a management impact. In this way, I draw on my extensive management background as a consultant and executive in financial services, healthcare, and government. My research objective is to understand how organizations can use digital to improve outcomes for their customers, business partners, and economies. The adoption of digital ways of working presents exciting opportunities to do things cheaper, simpler, and in completely different ways. Of course, the most powerful outcomes are in partnership with others in the ecosystem, be that suppliers, customers, business partners, or regulators. I use interviews, workshops, panels, and other research techniques to form a rich understanding of complex environments. But for me, the acid test is can management take action using this research? Please reach out to me to learn more or get involved. I want to share what we've already found and hear your thoughts.