

Tuck's Center for Digital Strategies Partners with Dartmouth's Hopkins Center for the Arts to Examine Outsourcing to India

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Contact: Kim Keating—kim.keating@dartmouth.edu

HANOVER, N.H.—The Tuck School of Business at Dartmouth and Dartmouth's Hopkins Center for the Arts are collaborating for the first time around *Alladeen*, the internationally acclaimed multimedia play on outsourcing call centers to India.

On April 6, Tuck's Center for Digital Strategies, in partnership with the Hopkins Center, will host "Inside Outsourcing," a panel discussion to explore the business, social, and ethical implications of outsourcing to developing nations. The panel will be followed by *Burning the Midnight Oil*, a provocative documentary on the making of *Alladeen*. The *Alladeen* theater troupe will perform at Dartmouth at 8 P.M. on April 9 and 10 in The Moore Theater. A spotlight discussion with cast members will immediately follow each show.

"Inside Outsourcing" panelists will include Keith Khan, co-creator and designer of *Alladeen*; Jack Freker, president, Customer Management Group, Convergys Corporation; Paul Gaffney, executive vice president, Staples Inc.; and Sonal Shah, associate director for economic and foreign policy, Center for American Progress. The panel will be held in the Cohen Great Hall in Whittemore Hall at Tuck from 4:30 to 6:00 P.M., and Khan will present *Burning the Midnight Oil* at 7:15 P.M. in the Stoneman classroom in the Murdough Center at Tuck.

"This issue of offshore outsourcing touches on many aspects of the fundamental questions of business. It started as an operational cost-savings and productivity issue but has become a strategic issue fairly quickly with interesting span-of-control and security questions," says Hans Brechbühl, executive director of the Center for Digital Strategies.

Directed by co-creator Marianne Weems, *Alladeen* interweaves live theater, hi-tech video, electronic music and spectacle in a brilliant examination of how technology and globalization impact human beings in the worldwide marketplace. In the surreal call centers in Bangalore, India, Asian phone operators are trained by studying American accent and modulation, tele-etiquette, and popular culture to pass as Americans and serve U.S. customers. In a world where virtual relationships are possible, *Alladeen* questions the ethics and ramifications of corporate outsourcing and how it affects our global society.

"Today's artists are exploring globalism in fascinating ways, increasingly reaching far beyond national and ethnic borders," says Margaret Lawrence, director of programming for the Hopkins Center. "They're often on the vanguard as new political and social issues come to the fore. Looking at the issue of outsourcing through the eyes of an extraordinary artistic team is quite exciting, and we're pleased to engage in this wonderful partnership with the Center for Digital Strategies."

For more information on this event, please visit the center's website at: www.tuck.dartmouth.edu/digitalstrategies . For more information on Alladeen, visit www.alladeen.com or its creators' websites at www.thebuildersassociation.org and www.motiroti.com.

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Founded in 1900, the Tuck School of Business is the first graduate school of management and consistently ranks among the top business schools worldwide. Information about the Tuck School is available at www.tuck.dartmouth.edu.