



## Invitation to Attend the CSLS Seminar Series on Living Standards

### **Navigating the New Digital Economy**

Bart van Ark  
3:30-5:00 PM  
Monday, October 17, 2016  
MacDonald Room, Rideau Club  
99 Bank Street, 15th floor  
Ottawa, Ontario

(please note that the Rideau Club dress code requires men to wear a jacket)

To attend, please RSVP by October 14, 2016 to [andrew.sharpe@csls.ca](mailto:andrew.sharpe@csls.ca).

The rise of the New Digital Economy – driven by a combination of mobile technology, ubiquitous access to the internet, and the shift toward storage, analysis, and development of new applications in the cloud – is unquestionably altering the dynamics of economic growth and business performance. In this presentation, Bart Van Ark will provide an overview of the issues associated with the digital economy, drawing on the recent Conference Board study *Navigating the New Digital Economy: Driving Digital Growth and Productivity from Installation to Deployment*.

Van Ark will first discuss what he calls the “rapid technology-slow growth conundrum,” that is the apparent failure of the benefits of the digital economy to show up in economic and productivity growth. He will then explore the transition from installation to deployment of digital technologies and why this process may be slow. Finally, he will outline how organizations can forge a path to success in the use of digital technologies.

Bart van Ark is Executive Vice-President, Chief Economist, and Chief Strategy Officer of The Conference Board. He leads a team of 20-plus economists who produce a portfolio of widely watched economic indicators and growth forecasts, as well as in-depth global economic research. A Dutch national, he is the first non-U.S. chief economist in The Conference Board's history. Van Ark is an internationally recognized expert in international comparative studies of economic performance, productivity, and innovation. He obtained his master's and Ph.D. degrees in economics from the University of Groningen, where he has been a professor since 2000. He holds the university's chair in Economic Development, Technological Change and Growth. He also was director of the Groningen Growth and Development Centre, a research group of economists and economic historians examining long-run economic growth and international comparisons of economic performance for Europe, Asia, and North and South America. Van Ark has been extensively published in academic journals, including the *Journal of Economic Perspectives*, *Economic Policy*, the *Review of Income and Wealth* and the *Brookings Papers on Economic Activity*.

