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Vijay Gurbaxani is the Founding Director of the Center for Digital Transformation and Taco Bell Professor of Business & Computer Science at UC Irvine. His research, teaching and consulting interests are at the intersection of business strategy and information technology (IT). His approach is distinctive in its use of economic principles as the lens with which to analyze strategic management questions. Vijay has extensive experience in management education and advisory services, having lectured worldwide on management issues, taught extensively in degree and executive programs, and consulted for and provided research expertise to Fortune 500 companies, technology service providers, and consulting firms.