MIS Research Symposium — May 22-23, 2006

The MIS Research Center will host a symposium for the research community that will focus on interdisciplinary research involving the use of statistical methods in the development of e-commerce and Internet-related research results. The 2nd Statistical Challenges in E-Commerce Research Symposium, scheduled for Monday, May 22 and Tuesday, May 23, 2006, follows up the inaugural event held at the R. H. Smith School of Management of the University of Maryland last year. The purpose of the symposium is to showcase issues and solutions at the interface of statistics, econometrics and data mining as they relate to current e-commerce and technology research that touches upon electronic markets, financial services, auction markets, Internet-based selling and strategic pricing, electronic procurement, customer relationship management, and other current topics. Our hope is to bring together scholars from the statistics, economics, marketing, computer science, IS, and public affairs disciplines for the presentation and development of research that is of joint interest.

http://www.misrc.umn.edu/symposia/2006.05.22/

Rob Kauffman to Receive International Research Award for Work on Embedded Technology Standards in Electronics Products

MISR Director and Information and Decision Sciences Department Chair, Professor Rob Kauffman, recently received some good news in the research department. This year, Rob’s co-authored research article with Xiaotong Li of the University of Alabama at Huntsville, entitled “Technology Competition and Optimal Investment Timing: A Real Options Perspective” was chosen for the IEEE Society for Engineering 2005 “Best Research Award in Engineering Management.” The article presents new theoretical and methodological thinking from financial economics to identify the appropriate (“optimal”) time to adopt technological innovations that end up being embedded in electronics products.

Read more at http://www.misrc.umn.edu/news/...

Carlson School of Management Information Systems professor receives $450,000 Career Award from the National Science Foundation

Gediminas Adomavicius has received a $450,000 Career Award from the National Science Foundation (NSF) to research personalization technologies that can recommend content, services, and products to individual consumers based on their personal preferences and buying habits.

Adomavicius’ $450,000 grant will begin this summer and will be funded at $90,000 per year for five years. Adomavicius was recognized as one of just a handful of award recipients at leading schools of business, information technology and computer science throughout the country. Adomavicius’ research will contribute to both theory and practice by developing new frameworks, models, algorithms, and implementations that provide effective ways to deal with information overload and promote access to relevant information.

Read more at http://www.misrc.umn.edu/news/...
Letter from the Director

The past year has been a busy one at the MISRC, the Information and Decision Sciences Department, and the Carlson School of Management, as well as at the University of Minnesota as a whole.

The MISRC and IDSc faculty successfully celebrated the career accomplishments of Professor Gordon Davis, with the Gordon B. Davis Research Symposium. As the MISRC Director, and one among several hosts and planners of this event, I was delighted to greet more than 150 attendees from among the ranks of business school deans, senior faculty, journal editors, past doctoral alumnae, current faculty and doctoral students, and the friends and family of Professor Davis. The event provided the faculty in Information and Decision Sciences with an opportunity to gain an appreciation of the long-term impact and the fruits of dedicated mentorship of an extraordinary member of the IS field’s academic leadership. Although we all know Professor Davis as “Gordon” at school, and we enjoy his company and the intellectual exchange that he engenders, and in spite of the fact that he is now a retired member of the Carlson School faculty, as far as I can tell, it’s just “business as usual.” Gordon is a frequent participant in our Friday research workshops, he’s very visible as the “senior faculty in the upper left of the 3M auditorium” at MISRC Friday seminars, and he is continuing to contribute to doctoral education and mentorship through participation in thesis advising and defense seminars. (His most recent activity in that respect was in the April 10 defense of Angsana Techatassanasootorn. And, yes … he did ask hard questions.) Gordon isn’t “gone,” he’s just exercising greater “freedom” to participate in the things he values the most—supporting the good work of the faculty and the students. And we value the time he spends with us.

In Summer 2005, Allison Davis-Blake of the University of Texas at Austin, a PHD graduate of Stanford University and past faculty member at Carnegie Mellon University’s Tepper School of Business, was announced as the new dean of the Carlson School of Management. Allison will begin her tenure as dean in Summer 2006. She follows Dean Larry Benveniste, who left our school to serve in a similar position at Emory University in Atlanta, Georgia. Also departing to dean positions were Senior Associate Dean, Dennis Ahlburg, to the University of Colorado, and MBA Program Dean, Stefanie Lenway, to the University of Illinois in Chicago.

Although some would consider this “leadership exodus” frightening, the school has been capably managed since last summer by ex-Wells Fargo and Norwest Bank senior executive, Jim Campbell, and Marketing Department faculty member Mike Houston—as interim co-deans. This is important because the school is in the midst of multiple mission-critical efforts: the creation of an undergraduate education center and the development of the funding for this new building, and continuing efforts to increase the performance of the MBA and Executive MBA programs. (The latter was just ranked 9th in the United States by US News and World Report.) Mike and Jim’s leadership has been superb. Amidst all the other things that they are doing, they have inquired about the strategic direction and effectiveness of the MISRC, and have encouraged us to do the best we can to be financially strong, create a leadership presence in our area of coverage, and find new and innovative ways to bring the faculty and doctoral students of the Carlson School together with MISRC’s corporate sponsors to ensure we have a strong business model and compelling value propositions.

During the past couple years, Donna Sarppo and I have revamped the business model of the MISRC to emphasis several distinct activities. First, we are continuing to put on our Friday MISRC seminars, with invited speakers from the national business and academic community—with an even greater density than we did two years ago. We have emphasized topics including information security, outsourcing and offshoring, radio frequency identification, technology standards, and business intelligence and analytics, and had individual speakers on other “one off” topics. For an extra benefit for the Corporate Partners, we are continuing to host the company IP3, which has been offering seminars with industry trainers and speakers on information security during early June each year. In addition, we have been Web casting and making archived programs available to our corporate members. We are hearing that “location-free delivery” of our programming is of significant interest to our members. Second, we ran discussion groups in 2004-2005 around the topics of outsourcing and RFID, and have found was interest from our industry participants and some of the faculty and PHD students. We continue to see more opportunities for direct exchange with our members. We also increasingly hope to engage our corporate members in research projects that throw off some support for faculty and doctoral research.
This Spring 2006, we have been visiting our member companies, and inquiring whether the MISRC can offer one or two “focal” research projects that would engender both regional and national interest. Moving from regional-only to combined-regional-and-national sponsorship around research projects may be a means for the MISRC to move in synch with the University of Minnesota’s strategy to be among the “top 3 public universities in the United States,” and the Carlson School of Management’s recent climb in the business school rankings.

In the midst of our MISRC work, the faculty in the home department of the MISRC, Information and Decision Sciences, have been making an outstanding effort to revamp its undergraduate IS concentration curriculum. This effort has been made with input from industry colleagues from MISRC members firms in the Executive Advisory Board for Curriculum (EABC). Faculty members have also sought advice and information about the successes of other leading IS undergraduate programs in the United States. Finally, the department faculty have been working towards an effective design for the curriculum that will shape the capabilities of the Carlson School to effectively train IS professionals in ways that will serve our business community. Some of the changes are already reflected in the undergraduate IS core course, and still other changes and adjustments will be felt in the next two years.

Additional revisions in the IS curriculum of the MBA Program have been made in recent years, reflecting the changes in the market for MBA education.

I’d like to take this opportunity to thank the staff of the MIS Research Center, especially Assistant Director, Donna Sarppo, for her wonderful contributions to the operation and week-to-week management of the Center. Donna is an outstanding event manager, who also has been instrumental in working with me to understand and deliver on the MISRC’s value propositions to its membership. Even though Donna is a long-time employee of the Carlson School, she seems to have some connection to our corporate member, Unisys, which prominently features the words “Imagine it. Done.” in their corporate communications. It’s just Donna’s style of work. I’d also like to offer my thanks to Parker Schultz, Ben Prozinski, Leah Culver, Jim Lester and Andy Atkinson for all the help that they have given with the MISRC’s Web site, the video, audio and Web casting work for our Friday seminars, and the meeting planning that goes on behind the scenes. Thanks for your contributions.

For my own part, I am stepping down as IDSc Department Chair after 6 years of continuous service. The opportunity to serve in this capacity has been a great learning experience for me, and through it, I have developed a greater understanding about the challenges of university leadership and the opportunities that become available when the faculty are able to come together in the work of delivering a leading-edge curriculum in IS to PHD, MBA and undergraduate students. We will soon welcome into this role Professor Alok Gupta (a PHD graduate of the University of Texas, Austin) who came to us from the University of Connecticut. Alok is recognized for his research on market mechanisms and electronic auctions—what he has referred to as “mercantile exchange”—and is a past recipient of a National Science Foundation Career Award for research. He has recently served as the faculty director of the Carlson School’s MBA Consulting Enterprise, and has the energy and vision to do well in representing the department faculty and the Carlson School of Management.

My final appreciation goes to the corporate members of the MISRC and their staff members who come out to our seminars. Your questions and interactions with the speakers always lead to lively discussion. We enjoy having you with us, and are open to any suggestions that you may have to offer about how we can do better. We’d like to hear your thoughts on speakers, other meeting formats that may work, whether pod-casting might be of value, what kinds of basic and applied research we can do that would be of interest, and so on.

We highly value your continuing support!

Sincerely yours,

Robert J. Kauffman

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Faculty and Students to Attend Big 10 IS Research Symposium at Illinois

Each year in late April or early May, the academic faculty involved in the field of Information Systems at the business schools of the Big 10 universities (Minnesota, Indiana, Michigan, Wisconsin, etc. convene an IS research symposium meeting that is open by invitation to select senior faculty, junior faculty and senior doctoral students. The purpose of the symposium emphasizes junior faculty and doctoral student development and career counseling; and provides them with an opportunity to make “state-of-the-art in research” presentations, and try out ideas for doctoral dissertation research. The MIS Research Center and the University of Minnesota were the first to host this event five years ago, and since then, the meeting has occurred at Ohio State University, Michigan State University and the University of Wisconsin Milwaukee. This year attendees from Minnesota include Professors Shawn Curley and Rob Kauffman, and senior doctoral students, Greg Ramsey and Dmitry Zhdanov. The event will be held on the campus of the University of Illinois, Champaign-Urbana, on the last week of April. The event provides doctoral students and faculty with opportunities for networking and intellectual exchange, as well as to compare notes on current directions in business school technology-related curriculum and leadership. This year’s meeting will be special, with a keynote by University of Oklahoma eminent scholar in Information Systems, Robert Zmud, providing the keynote presentation.

Priscilla Arling and Mani Subramani to Be Recognized for “Best Research Paper” at Summer 2006 Academy of Management Meeting

Doctoral student, Priscilla Arling, and her faculty advisor, Professor Mani Subramani, recently received news that they will be awarded a “best paper proceedings” recognition for their research on software project communication patterns among team members who may or may not be working at the same geographical locations of their companies. Their research uses a theoretical perspective—social network theory—that has become increasingly popular among university researchers, especially those who are studying communication patterns that are influenced by information technology and the Internet. The authors’ survey research of multiple organizations in the upper Midwestern United States probes the extent to which the positioning of software project staff members in different organizations’ “social networks” plays a role in conditioning the communications patterns—and ultimately the effectiveness—of collocated and non-collocated software projects. Priscilla, who will be finishing her doctorate in Information and Decision Sciences in May 2006 at the Carlson School, will soon be moving to Butler University in Indianapolis, Indiana, where she recently accepted a position as an assistant professor. Mani is already known for winning the best research award at the International Conference on Information Systems in 1999, and as the creator of the Carlson School’s successful “India Program,” for MBA students who visit India each January for a brief international residency program. He is also recently edited a special issue of MIS Quarterly, a top journal in the IS field, related to his interest in knowledge management research.

Ryan Sougstad Invited for Summer Research Position with IBM; Will Study the Application of Financial Economics Methods to Problems in “Services Science”

Although 2nd year doctoral student, Ryan Sougstad, was unsuccessful in 2006 in his bid to secure a doctoral fellowship from IBM, participating in that fellowship evaluation process ended up creating some unexpected opportunities for him nonetheless. Consider this interesting story … Ryan’s fellowship application was passed around at IBM’s TJ Watson Research Center in New York State, where it drew interest from IBM researchers who are currently conducting “services science”-related research. Services science is a new branch of management science that is specifically targeted to support the effective design and delivery of services such as utility computing, Web services, marketing and logistics services and so on. For the past several years, Ryan has been working with Professor Indranil Bardhan of the University of Texas at Dallas and MISRC Director Rob Kauffman on the use of financial economics decision making techniques that enable the control of IT investments in project portfolios, and identifying how to price contracts for systems services under uncertainty for customer usage and underlying cost changes. Ryan recently accepted a three-month research internship with IBM TJ Watson Research Center to further develop and apply some of these ideas alongside IBM’s professional research staff. He’ll be with IBM from July through September 2006. Ryan came to the University of Minnesota’s doctoral program with IT investment portfolio management research that was already accepted for publication in the Journal of Management Information Systems.
Co-Sponsored Seminar — Securing the Converged Network

The University of Minnesota's Carlson School of Management and MIS Research Center have teamed up with IP3 Inc., the nation's leader in information security education and research, to offer a workshop on IT security on June 5-6, 2006. “Securing the Converged Network” is a 2-day technical workshop for corporate IT security directors will be offered at Carlson School of Management, University of Minnesota, Minneapolis.

For a workshop outline, registration and event location information on this intensive 2-day overview on the latest security vulnerabilities and technologies, please visit www.ip3seminars.com. For MISRC Corporate Partners only contact the MIS Research Center for the complimentary registration code.

RFID Research Roundtable Update

During the 2004-2005 operating year of the MIS Research Center, Research Project Leader, Professor Fred Riggins, undertook an effort to engage some of the corporate members of the MISRC in research roundtable discussions. The activities included speakers at both the research roundtables and in the Friday MISRC Seminar meetings, as well as debate and information sharing among Twin Cities firms and university researchers on some key issues. From the start, the research roundtable discussions were intended to provide benefits to both the corporate side and the academic side, reflecting some modest adjustments in the MISRC’s business model to have a more balanced outreach-and-research agenda. One of the outstanding outcomes of this process for the academic side is the upcoming publication of a major survey article that will help to frame research efforts on RFID in the coming years for joint university and industry collaborate. The article, by retired Unisys executive and MISRC Research Fellow John Curtin, and MISRC researchers, Professors Rob Kauffman and Fred Riggins, is entitled “Making the ‘MOST' Out of RFID Technology: A Research Agenda for the Study of the Adoption, Use and Impacts of RFID,” Information Technology and Management (forthcoming).

A key contribution of the article is the “value chain perspective” that it offers on how RFID is likely to impact different kinds of stakeholders in the settings where it is deployed, as well as at different levels of analysis (individuals, products and processes, firms and marketplaces, and industries and society). John, Fred and Rob are continuing to explore new research opportunities in this arena. In addition, Fred has been working with Peter Grimlund, CEO of RFX3, on the recent launch of the Twin Cities RFID Forum, which is also hosted by the MISRC.

Outsourcing Research Roundtable Update

During the 2004-2005 operating year of the MIS Research Center, Research Project Leader, Professor Mani Subramani, worked with a group of MISRC corporate members, and Carlson School of Management faculty and students on a research roundtable discussion group. The research roundtable had a number of outcomes. One was the recognition that current management education is missing training materials and training programs in vendor management for IT services and outsourcing (including domestic outsourcing and offshoring). The faculty in the Information and Decision Science Department are currently exploring with the Carlson School’s Executive Development Center Director, William Scheuerer, and Program Development Specialist, Ginny Steele, whether it is appropriate to bring up such a program for the Carlson School’s continuing executive development series. A second outcome involves the research itself. Research roundtable participants, doctoral student Kunsoo Han and MISRC Director, Rob Kauffman, released a working paper and delivered a conference paper on joint with Professor Barrie Nault of the University of Calgary, that discusses the productivity and performance gains associated with the outsourcing of IT services. Their “intermediate inputs impact” perspective was showcased at the 2005 INFORMS Conference on Information Systems and Technology with a first-place “doctoral research award” for its theoretical, measurement and methods innovations. Although the work is still under development for final submission to a leading journal, the main results of the research show the extent to which IT outsourcing has the potential to create different kinds of impacts in different settings:
The Management Information Systems Research Center (MISRC) is a non-profit organization in the Carlson School of Management at the University of Minnesota. The MISRC was founded in 1968 by pioneers in the MIS field as part of the MIS curriculum development at the Carlson School. The MIS program builds its success from the solid support from IS professionals working in the industry in the Twin Cities, Minnesota. And today, the local business community plays a strong part in the curriculum development and applied research.

The MIS Research Center provides a bridge for the MIS faculty and the business community to come together. Our goal to promote this interaction between MIS professionals and academicians not only improves the MIS program but it also precipitates back into the business community. The overall mission of the MISRC is to be a “window into the MIS Program at the Carlson School.”

MISRC Event Calendar

http://www.misrc.umn.edu/calendar/

5/5/2006 Seminar
Retail Distribution Transformation: How major retailers are shifting from physical goods handling to in-store media on demand (MOD) services
Stephen A. Russell, Chairman & CEO, Mix & Burn LLC.
http://www.misrc.umn.edu/seminars/2006.05.05/

“2nd Statistical Challenges in E-Commerce Research Symposium”
Carlson School of Management
http://www.misrc.umn.edu/symposia/2006.05.22/

6/1/2006 Forum
“Twin Cities RFID Industry Forum”
Carlson School of Management
http://www.misrc.umn.edu/co-sponsored/2006.06.01/

“Securing the Converged Network”
with IP3 inc
http://www.misrc.umn.edu/co-sponsored/2006.06.05/