



CHANNEL

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Sixth Annual MIS Firm Night



The 6th annual MIS Firm Night was held on Wednesday, November 3rd, at the UCLA Faculty Center. Executives from approximately 35 companies met with MBA students on an informal basis to discuss job opportunities in the MIS area.

The keynote speaker was **Ray H. Fentriss**, Senior Vice President, Marketing, at Satellite Business Systems, headquartered in McLean, Virginia. He began his presentation with an animated film entitled "The Space Connection," which depicted some of the background of satellite communication, from Newton's discovery of the laws of gravity to today's complex communication networks encompassing areas such as teleconferencing and electronic mail.

Satellite Business Systems presently operates 2 satellites, with a third about to be launched, and communicates with its various customers via satellite from approximately 100 ground stations located around the United States.

Fentriss concluded his talk by stating that the 1980s is an exciting time to be involved in the MIS field, with businesses dealing more and more with services involving the storage, retrieval, and dissemination of information as opposed to the production of goods.

Following Fentriss' presentation, there was a question and answer session, followed by another opportunity for MBA students to talk informally with the business executives.

The MIS Firm Night is an annual event sponsored by the Association of Students in Business (ASB) and the Computers and Information Systems area. This year's Firm Night was chaired by **Judith Kahn**.

After the program at the Faculty Center, members of the Computers and Information Systems Associates Program adjourned to the Bel Air Sands Hotel for their annual Fall dinner meeting. Professor **Ephraim R. McLean**, Director of the C. & I.S. Research Program, hosted the dinner. He presented a financial report of last year's activities and the budget for the coming year's program. In addition, **Robert F. Foster**, 1981-82 Chairman of the Associates Program, was given an engraved paper weight and a tie featuring the Graduate School of Management logo, in appreciation for his services during the past year. After this presentation, Professor McLean announced that **Robert Pomeroy**, Vice President of Southern California Gas Company, had accepted the position of Chairman of the Associates Program for the coming year. A profile of Mr. Pomeroy appears on page 3 of this issue.

MIS Firm Night
Fall, 1982



Mr. Ray H. Fentriss, Satellite Business Systems, McClean, Virginia, addresses the MIS Firm Night audience.



Mr. Lew Leeburg of IBM Corporation discusses MIS opportunities.



Mr. Nile Sorenson (right) of Hunt-Wesson Foods, Inc. chats informally with students.



Mr. Robert Pomeroy (right) of Southern California Gas Co. meets with an interested student.

Fall Colloquia

Four colloquia were held during the Fall 1982 quarter. The first colloquium was held on October 14 and featured **David Hopelain** from the Information Systems Division of Jet Propulsion Laboratory. His topic was "Assessing the User's Work: A Methodology for Planning a Management Information System." He presented a methodology and supporting methods for planning a Management Information System which are being used for two Air Force satellite acquisition projects. In this method, planning and implementation are closely linked rather than the usual engineering approach to planning.

On October 28, **Nicholas P. Vitalari** from the Graduate School of Management at the University of California, Irvine, spoke on "Systems Analysis and Job Performance: The Role of Problem Solving." The results of his study suggest that systems analysts must exploit clues in the problem description, develop appropriate hypotheses, set specific goals, and use a variety of strategies to achieve these goals. Also, the analyst must facilitate interaction with the user and be aware of political issues potentially affecting the system requirements.

The third colloquium, held on November 11, featured **Daniel M. Berry** of the Computer Science Department of the University of California, Los Angeles, and System Development Corporation, Santa Monica. His subject was "The Application of the Formal Development Methodology to Data Base Design and Integrity Verification." In his talk, Professor Berry applied System Development Corporation's Formal Development Methodology (FDM) to the design and integrity verification of a data base.

On December 9, **Marilyn M. Parker** from IBM Scientific Center, Los Angeles, presented the final colloquium. She spoke on "Enterprise Information Analysis: Cost-Benefit Analysis and the Data-Managed System." Her talk explored the problems associated with moving from a "traditional" (data processing) financial justification of a system that is based largely on measurable costs and benefits to a financial justification of a system based largely on an assessment of intangible costs and benefits, technological change, risk and uncertainty. A taxonomy was provided which can be used to supplement the value analysis found in the Business Systems Planning (BSP) methodology.

New Doctoral Students Join C.& I.S.

Shu-Chu Hsieh received her undergraduate degree in 1976 from National Taiwan University with a concentration in Business Administration. Upon graduation, she joined the International Commercial Bank of China, where she worked as a credit administrator for four years. She then came to the United States for further study at the Graduate School of Business Administration, UC Berkeley, where she received her MBA degree with a major in Accounting and Finance in March 1982 before entering the C.& I.S. doctoral program in the Fall of 1982.

Chung-Fern Wu (Rebecca) received her undergraduate degree in 1979 from National Taiwan University, with a major in Accounting and her MBA in 1981 from the same institution. She is also a CPA in Taiwan. Before coming to the United States in 1982, Rebecca worked for a CPA firm

in Taiwan, consulting with many small businesses. Rebecca has enrolled in the doctoral program at GSM to pursue research and a teaching career in the management information systems field.

Pomeroy Named C.& I.S. Associates Chairman



Robert D. Pomeroy, Vice President-Information Systems, Southern California Gas Company, has been named to succeed **Robert F. Foster** of Xerox Computing Services as the new C.& I.S. Associates Chairman for 1982-83.

A graduate of UCLA, with a BA in mathematics, Bob has been with Southern California Gas Company since 1946. At the present time he has general responsibility for the creation and operation of computer-based information systems, operations research, administrative systems, industrial engineering, customer billing and mail payment processing. Prior to this assignment, he was involved in gas distribution, engineering, industrial relations, procedures analysis and operations research.

The C.& I.S. Associates look forward to a productive year under his leadership.

November Offering of "Managing the Information Resource" Program a Success

In response to the large demand for the regularly scheduled March offering of the "Managing the Information Resource" Program, a second offering was held during the week of November 7-12, 1982.

Even though the scheduling was near fiscal year-end for many companies and the overall economy generally weak, the program still proved to be a near sell-out. Fifty-five senior MIS executives attended the five-and-a-half-day residential course which featured members of the C.& I.S.

faculty and senior consultants from the firm of Nolan, Norton and Company.

From UCLA, **Eph McLean**, **Ben Lientz**, **Eric Flamholtz**, and **Moshe Rubinstein** (from the School of Engineering) participated in the program. **Dick Nolan**, **Bruce Rogow**, and **Tom Johnson** represented Nolan, Norton & Co. Given the positive response, it is now planned to make this second offering a regular feature of the School's executive education offerings. For 1983, the two "Managing the Information Resource" programs are scheduled for March 20-25 and November 6-11. (See p. 6 in this issue for news of other programs offered by C.& I.S.)

Professor Swanson Visits Belgium

Burt Swanson was Visiting Professor at the IBM European Systems Research Institute (ESRI), La Hulpe, Belgium, during the Fall quarter, 1982. The mission of ESRI is to provide for experienced IBM Systems Engineers, and other systems professionals, a program of advanced professional education in computer systems and related disciplines. The Institute is engaged in the development and systematic organization of knowledge in these areas and in its dissemination to the professional world. The staff actively provides advice and counsel both within and outside IBM.

ESRI offers over a dozen classes of one to eight weeks residency, with multiple annual offerings. Each class consists of a set of course offerings. While at ESRI, Burt taught short courses in Organization Design and Information Systems Implementation as part of the General Class and the Consultants Class.

ESRI is located at IBM's International Education Centre in La Hulpe which houses a number of educational programs for IBM personnel and customers. The beautiful forest preserve in which it is situated makes it a popular facility for an educational stay. (Burt is rumored to have returned to UCLA only because of the onset of the winter cold.)

1982-83 IBM Fellowship Awarded to Dennis Perry

Dennis Perry has been selected to receive the Computers and Information Systems IBM Doctoral Fellowship for 1982-83. This award is presented annually to a C.& I.S. doctoral student who is working on his dissertation. It provides tuition, fees and a quarterly stipend.

Mr. Perry holds an A.A. degree in Engineering from Hartnell College, a B.A. in Mathematics from California State University, Fresno, and an M.S. degree in Management, with distinction, from California State University, Fresno.

He has held positions as a Lecturer and Assistant Professor in the School of Business at California State University, Fresno. In addition, he has served as a Director of Serv-Aero Engineering, Inc., a manufacturer of aircraft

specialty products, as well as Vice President of Miller, Perry, Shumte and Emerson, Inc., a software house.

While at UCLA, Mr. Perry has worked on various logical and physical data base design projects with Professor **Peter Chen**.

Third International Conference On Information Systems

Approximately 150 people from the United States, Europe and Asia attended the Third International Conference on Information Systems, which was held on December 13-15, 1982 in Ann Arbor, Michigan. The Conference Committee included: **Alan G. Merten**, University of Michigan, Chairman; **Michael Ginzberg**, New York University, Program Chairman; **Catherine Ross**, University of Minnesota, Publications Chair; **Izak Benbasat**, University of British Columbia, Doctoral Consortium Chair; **Carol Dunn**, University of Michigan, Arrangements and Publicity Chair; and **James Senn**, SUNY-Binghamton, Finance Chairman.

The Conference opened with the keynote address by **Michael Blumenthal**, Chairman & Chief Executive Officer of Burroughs Corporation. His subject was "Technology Impact on Business." During one of the sessions, UCLA professor **Eph McLean** presented a paper which he had co-authored with **Lin Gingras** of Laval University, entitled "Designers and Users of Information Systems: A Study in Differing Profiles."

Prior to the opening of the main part of the conference, twenty-one doctoral students from different U.S. universities and one from Australia participated in the Doctoral Consortium. This was led by Professor Izak Benbasat of the University of British Columbia and eight other MIS professors, including UCLA's **Peter Chen**. The Consortium presents an opportunity for students from different schools to get to know each other, know what type of research other students have been doing and obtain suggestions for their research, as well as having a chance to interact with the faculty. During the first day of the Consortium, each student presented his/her dissertation research ideas to all the participants. Constructive feedback and suggestions were given during and after the session in informal discussion groups.

The conference concluded with an address by **Dana R. Andrews**, Partner, Arthur Young & Company, on "A Perspective on the Future of IS: The Role of Personal Computers."

Copies of the *Conference Proceedings* can be ordered from **Evelyn Bickley**, Executive Secretary, The Society for Information Management, 111 E. Wacker Drive, Chicago, IL 60601. The cost is \$25.00, plus \$2.00 for postage.

(See page 5 for information on the Fourth International Conference.)

CALL FOR PAPERS

Fourth International
Conference on Information Systems
December 15-17, 1983
Houston, Texas

The **Fourth International Conference on Information Systems** will continue the tradition of providing a forum for research on information systems. Original research papers on any aspect of information systems are invited. In general, these papers should address one or more of the following broad topics:

- Theory of information system effectiveness and efficiency
- Advances in information system technology
- Techniques for system design, development, and implementation
- Impacts of information systems on individuals, organizations, and societies
- Innovative curricula and methods for undergraduate, graduate, and executive education in information systems

The Program Committee especially encourages submissions of papers which consider:

- Foundations of information systems in economics and organization theory
- Information as a strategic organizational and social resource
- The organizational role of telecommunications
- Management for technological innovation, transfer, and diffusion
- Office systems and the professional work station
- Information centers and other approaches to the user interface
- Patterns of information system evolution in organizations
- Cross-cultural comparisons of national and multi-national systems

Submitted papers may reflect any research methodology appropriate to the problem investigated. Contributions to methodological innovation in information systems research are particularly encouraged.

SELECTED PAPERS TO BE PUBLISHED IN LEADING JOURNALS

In order to encourage the submission of high quality papers, the Program Committee has arranged for special refereeing of those papers that appear qualified for direct publication in the leading information systems journals.

The Program Committee will identify papers to be considered for publication in the *Communications of the ACM*, *Management Science*, and the *MIS Quarterly*. Based on the topic covered, orientation, etc., selected papers will be given to the senior editors of these journals

immediately following the Program Committee meeting held at the end of May 1983. The authors of these papers will be notified that their papers have been selected for the Conference and, additionally, are being considered by the editorial staffs of these journals. The Program Committee Chairman will be notified by the senior editors for the journals concerning acceptance. Authors of papers so selected must provide an extended abstract of the paper to appear in the Conference Proceedings and the full text of the paper itself in camera-ready form by 1 September 1983.

Authors will be given the right of refusal for publication in the Conference Proceedings and/or a journal.

IMPORTANT DATES

SUBMISSION DEADLINE:	15 May 1983
ACCEPTANCE NOTIFICATION:	1 July 1983
FINAL VERSION DUE:	1 Sept. 1983
CONFERENCE	15-17 Dec. 1983

INSTRUCTIONS TO AUTHORS

Full papers must be received by the Program Chairman by 15 May 1983. All papers will be refereed by at least two independent reviewers and notification of conference acceptance will be made by 1 July 1983. If revisions are necessary, the final conference version must be received by 1 September 1983.

Papers should be no longer than 25 pages, including the abstract and all illustrations, tables, and references. All illustrations must be in camera-ready form. Papers should be double spaced, typewritten (in English), and on one side of the page only. Be sure to include all authors' names, addresses, and telephone numbers. Three (3) copies of the paper should be sent to the Program Chairman:

Professor E. Burton Swanson
Graduate School of Management
University of California
Los Angeles, California 90024
(213) 825-2502

For additional information on any aspect of the conference, contact the Conference Chairman:

Professor Al Napier
Department of Management
College of Business Administration
University of Houston
Houston, Texas 77004
(713) 749-3727



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The Society for Information Management (Research and Education in Information Systems)
and



The Institute of Management Sciences (College on Information Systems)



In cooperation with
Association for Computing Machinery (Special Interest Group on Business and Data Processing)

WEEC Conference Held in San Diego

The 1982 Western Educational Computer Conference was held in San Diego on November 18-19, and attended by Professors **Eph McLean** and **Jason Frand** of the Graduate School of Management. The theme of this conference was "Bringing the Information Age to the Campus." Dr. Frand presented a paper entitled "Managerial Computing: A New Course Curriculum for a New Computer" which discussed the changes in the C.&I.S. curriculum to take advantage of GSM's new HP3000 computer system.

Several sessions were devoted to microcomputers and their impact on educational programs in every discipline. Of particular interest were two papers dealing with the conflict over reproducing microcomputer software for classroom use vs. purchasing multiple copies. The most dramatic session was a demonstration of a computer-assisted instructional program which utilized an Apple videotape for a truly interactive, realistic lesson on nursing care. The lesson presented a hospital scenario (videotape show) and then quizzed the student on the situation. This type of instructional programming took full advantage of both media and has outstanding potential for future training programs. The major disadvantage was cost, approximately \$1000 per minute.

The luncheon speaker was **Doug Engelbart**, an R & D scientist with Tymshare Corporation. He made an historical slide presentation showing pioneering work which occurred during the fifties and sixties in the development of CRT terminals, cursor controls, and other terminal enhancements, as well as teleconferencing. He concluded by indicating that the challenges ahead were with the integrated electronic office of the future.

This newsletter represents our continuing efforts to disseminate information about Computers and Information Systems (C.&I.S.) activities within the Graduate School of Management to interested individuals and organizations. As before, comments and suggestions will be welcomed.

Ephraim R. McLean, Director, Computers and Information Systems Research Program; Linda Taeger, Administrative Assistant and Newsletter Editor.

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University of California
Los Angeles, CA 90024

Upcoming Events

March 20-25

November 6-11

MIR. Managing the Information Research is a one-week program, sponsored by the UCLA Graduate School of Management, and Nolan, Norton & Co. and now in its fourth year. It is intended for senior executives who are responsible for managing the MIS or data processing department within their organizations. Subjects include strategic planning for MIS, stages of growth of the DP function, the development of an applications portfolio and the maintenance of this portfolio, new computer technologies and their management implications, project management, human factors in the management of DP professionals, control and costing of DP services, computer security, and new modes of providing information services to users. This offering complements the **Meeting the Information Needs of the 1980s Program** (see below).

June 12-17

Meeting the Information Needs of the 1980s. This new, one-week program is sponsored by the UCLA Graduate School of Management and Index Systems. It is designed for those individuals responsible for providing computer-based information services, whether or not they work in their company's MIS department. It covers information systems planning and how to link this planning to the company's strategic plan: new tools and technologies and their potential for developing both large transaction based systems and new "decision support systems": examples of important application areas like CAD/CAM, financial and corporate planning, and office automation; and the managing of relations with users and corporate management. Hands-on use of microcomputers is included. This course is a complement to the **Managing the Information Resource Program**.

and Information Systems Associates: American Edwards Laboratories, American Management Systems, Arthur Andersen & Company, Atlantic Richfield Company, Bekins Company, Coopers & Lybrand, Del Monte Corporation, Ernst & Whinney, Hughes Aircraft Company, Hunt-Wesson Foods, Inc., IBM Corporation, Index Systems, Inc., Informatics General Corporation, JIA Management Group, Kal Kan Foods, Inc., Lear Siegler, Inc., Lockheed Corporation, Nolan, Norton & Co., Peat, Marwick, Mitchell & Company, Security Pacific National Bank, Southern California Edison, Southern California Gas Company, System Development Corporation, Touche Ross & Company, Transamerica Corporation, Twentieth Century Fox Film Corporation, Xerox Corporation.

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