

# MIS

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THE UNIVERSITY OF OKLAHOMA

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COLLEGE OF BUSINESS



## NEWSLETTER Fall 2009

*The Management Information Systems (MIS) Division of the Michael F. Price College of Business offers undergraduate, masters and doctoral programs, operates a Center for MIS Studies (CMISS) and conducts an active program of scholarly research in the organizational aspects of information technology.*

### DIVISION HIGHLIGHTS

The MIS program has now been ranked in the **Top 20 programs** in the nation by *US News and World Report* for four consecutive years (2005-'06; 2006-'07; 2007-'08; 2008-'09).

Our faculty members have received wide acclaim for research and teaching successes. Recent awards include:

- The Distinguished Fellow award to **Professor Bob Zmud** from the INFORMS Information Systems Society recognition of his outstanding intellectual contributions to the information systems discipline.
- The Alumni Teaching Award to **Professors Traci Carte, Terrie Shaft, and Nate Stout.**
- A \$290,090 grant from the Air Force Office of Scientific Research to **Matthew L. Jensen** (along with Claude Miller and Judee Burgoon from the Communication Department) to equip the Message Analysis and Processing Lab to purchase systems and sensors to capture physiological responses people give off when they are processing information (e.g., heart rate, respiration, gaze direction, etc.) to continue their research on credibility and deception in human interaction.

The MIS division hosted the first **"IT is Hot!"** summer camp in May. A day-long event during which Norman North Timberwolves and Norman High Tigers duked it out, not on the football field, but on an IT case competition. During the course, these 21 high school students learned about the MIS program at OU and career prospects in technology. Each team was mentored by an undergraduate student majoring in MIS at OU. Team case solutions were presented to a panel of judges that included (Chris Emigh) American Fidelity Assurance, (Lori Garcia and Adam Hutchinson) Chesapeake Energy and (Ty Madden) FAA.

Thirty-one (31) scholarships, totaling \$64,400 were awarded to MIS students at the 2009-2010 Scholarship Awards Banquet. Sharon Wibben, Vice President of Merchandising and Marketing for the Information Systems Division at Wal-Mart, the keynote speaker at the banquet, exhorted graduating students to develop their networks and a personal "brand."

Division accomplishments are made possible by classroom speakers like Clifton Gray (ONEOK Partners), Mark Brashear and Jessica Kennedy (Conoco Phillips), Joe Vallone (Telogical), Barbara Osteen (Deloitte), and by Lunch 'n Learns, spotlighted inside.

*The key to our successes has been our energetic student body, our dedicated faculty, and the strong support we garner from our alumni and other industries ties. Inside, we spotlight a notable alumna – Kallie Jones, an undergraduate student—Hieu Pham, and a graduate student—Cleona Philips.*

## ALUMNI AND CMISS MEMBER ACCOMPLISHMENTS

**Bob Mareburger**, a 1986 graduate of the Price College MBA program and long-time CMISS supporter, is now President of the Natural Gas Division at OneOK.

**Mike Salem**, a 1996 graduate of the MIS program recently founded Vorex, Inc. ([www.vorex.com](http://www.vorex.com)). The company provides Web based Enterprise Business Solutions, including a comprehensive Distribution solution that addresses all facets of an organization, all areas of managing the Human Assets, and Project Management.

**Cheryl Rogers**, former CIO at the FAA Headquarters in Washington DC and former CMISS Chair is now Director of the Office of IT Optimization, at the FAA.

*Please share information about your promotions or other career growth events with us (email: [shailamiranda@ou.edu](mailto:shailamiranda@ou.edu)).*

## SPOTLIGHT ON AN OU ALUMNUS



**Kallie B. Jones**, a 2008 graduate in MIS and Accounting, with a minor in Management, is now an Associate at Sendero Business Services in Dallas, TX. In her short tenure at Sendero, Kallie has worked on internal email and CRM systems projects for Sendero, as well as documented process, inventoried applications, and helped design the IT infrastructure for client firms. While at OU, Kallie was an active member of the MIS Student Association, was on the Price College Dean's Honor Roll and was a member of the Alpha Lambda Delta Honor Society. She was a member of Chi Omega Sorority and served in several leadership positions, such as Intramural Chair and Campus Kidnap Chair. She was also involved in Make a Wish Foundation, Adopt-a-mile, Big Event and has tutored middle school and high school students in the Norman School System.

## SPOTLIGHT ON AN OU UNDERGRADUATE STUDENT



**Hieu Pham**, President of the MIS Student Association (MISSA), will graduate with a degree in MIS and Finance in December 2009 and will begin work with ONEOK. Hieu has been active with MISSA since Fall 2008. He has previously served as MISSA vice-president and the Corporate Events Chair. As a MISSA officer, he has coordinated numerous corporate "Lunch 'n Learns" and has been an active ambassador of the program, promoting the MIS major to OU students and to high school ROTC students. Despite these activities, Hieu has also excelled in the classroom. He has been on the President's Honor Roll and the College of Business Dean's Honor Roll and has received numerous awards, including the MIS Outstanding Senior Award, the Business Outstanding Senior Award, the Sem Group Scholarship, the Schwarzkopf Scholarship, Midwest Hose Scholarship, and the MISSA Scholarship.

Hieu has interned at Teleological, where he developed web wrapper to capture competitive telecommunications marketing information. He interned at Deloitte Consulting in the summers of 2008 and 2009, collaborating on tasks such as the design of an internal application in SAP, which enabled new employees to more efficiently complete administrative requirements for "new hires," development of a custom application in SAP for Deloitte's prospective clients, and building a demo application in SAP Web Dynpro to allow users to log on to SAP and utilize search function efficiently. He has most recently interned with OU IT Field Services, where he provides hardware and software technical support for OU faculty and staff members. Hieu is a native of Vietnam.

## SPOTLIGHT ON AN OU GRADUATE MIS STUDENT

**Cleona Philips** is a first semester student in the MS-MIS program. After obtaining her undergraduate degree in Management from the University of Central Oklahoma in 2004, she went to work at Freescale Semiconductor, a spin-off from Motorola.



At Freescale, Cleona was most recently Financial Analyst and Controller, responsible for over \$500M. Initially, she served as an Internal Controls Analyst and Corporate Auditor, helping ensure Sarbanes-Oxley (SOX) compliance. She then worked as a Corporate Auditor conducting audits in various US locations and India, and covering a variety of processes such as Capital, Revenue, Treasury, and Procurement. She then led a cross-functional, global team through the implementation of a SOX SAP MIC Systems Implementation and another team through the design, implementation, and roll out of a cross-sectional and multi-organization audit process that spanned 30 countries. She has also helped found and grow a startup company in Oklahoma. At present, Cleona is excited to intern next summer with Southwestern Energy, a Houston-based energy company, as a Business Analyst.

Apart from working on her Masters degree, Cleona teaches in the undergraduate MIS program, where she enriches the classroom with her extensive technical skills and business analyst experience. She is also an active member of the MIS Student Association and Indian Students Association. A native of India, she is fluent in five languages.

## MISSA LUNCH 'N LEARNS: FALL 2009



*An energetic group, this Fall's MISSA officers (left to right: Hieu Pham, Alex Lobodiak, Marissa Cassidy, Michael Krouse, Brandi Vose, Marci McCloskey, Stephen Spence, Leia Robertson, Kevin Brokish, Bobbi Day, and Robert Harrington) organized four lunch-time meetings during which current students, alumni, and industry partners shared their experiences and knowledge with students.*

*Below are excerpts of reactions from students attending these sessions.*

### **I know what you did last summer: Student Internships (9/2)**

Presenters: Marissa Cassidy (Texas Instruments), Ginger Wells (Conoco Phillips), Steven Spence (Architectural Firm, Tokyo), Andrew Silk (Devon), Brandi Vose and Alex Lobodiak (Telogical), Leia Robertson (ConocoPhillips), Hieu Pham (Deloitte)

"I heard things from the point of view of people I actually know and have classes with. They told [us about] opportunities, experiences, as well as the challenges they faced throughout their internship. They explained how specific classes have prepared them and how valuable their experiences were for the future. I think hearing fellow students' experiences will help to motivate those that are debating internships or possibly even having considered them for the first time". (Jackie Gallaher)

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**Lunch 'N Learn excerpts**

**Scrum and Agile Methodology (9/22)**

Presenters: Joe Vallone, Ryan Curry, Mike Berberich, and Xing Wang (Teleological)

“Telogical Systems discussed ... the use of Scrum in the work environment. The roles, goals, and responsibilities they described between Scrum and Agile have shown the importance of teamwork and transparency in both the classroom and work environment. The information I gained from this Lunch-n-Learn complemented Dr. Miranda’s Systems Analysis and Design course lectures, giving me a comforting feeling of knowing that a MIS degree at the University of Oklahoma does a great job at preparing students for entering into the Information Technology workforce. Telogical’s exhibition of their high caliber technical skills and their casual attitude once again made me proud and thankful to be a part of the Telogical Systems Internship Program.”

(Alex Lobodiak)

**Cloud Technology (10/7)**

Presenters: Ruth Farrar and Omar Khan (Sendero)

“Sendero spoke about the different service models and delivery models. According to [Sendero], Cloud Technology is an emerging technological advance which will allow greater collaboration, save companies money, and will also be very energy efficient. They recommended most information and applications be integrated into a cloud, which a few important exceptions. They did not think that sensitive data, including trade secrets and employee information, would be appropriate for a cloud service. Also, they did not recommend anything that requires significant customization. Finally, the recruiters recommended not integrating any works requiring high accountability or auditability. [They noted that] other factors can complicate cloud technology implementation. One concern is where the data will physically be stored – a firm might exist in one city but seek somewhere cheap to build the facilities holding the hardware. Although this sort of thing happens now across state borders, the issue gets much more complicated by crossing international borders. If data is stored in one country but accessed elsewhere, which country’s laws apply? As the world becomes more globalized, these issues will reach the forefront.” (John Jennings)

**MIS Career Paths (11/4)**

Presenters: Matt Matos, Nick Crouch, Jeremy Black, Sabrina Hendrick, and Ari Wolever (Chesapeake)

“The context of the lunch and learn was about former OU students and where they went after graduating. Through seeing how OU graduates have done in the Information Technology field, I get to see my options after college. I found it to be a very valuable experience to learn about OU graduates’ careers with Chesapeake. This lunch and learn helped me decide to accept an internship with Chesapeake.” (Lauren Peetoom)

## CURRENT OU FACULTY RESEARCH

### OVERCOMING KNOWLEDGE-TRANSFER BARRIERS IN INFRASTRUCTURE MANAGEMENT OUTSOURCING: LESSONS FROM A CASE STUDY

R. Zmud, S. Hawk, and W. Zheng  
*MISQ Executive*, 8(3), 2009, 89-105

This article describes how a global firm (JohnsonDiversey, Inc. - JDI) and an offshore Indian IT service provider (Wipro Technologies) successfully overcame the knowledge-transfer barriers associated with infrastructure management (IM) outsourcing. Case study evidence is used to describe how these two firms worked together to transfer responsibility for managing JDI’s entire infrastructure to Wipro using a global delivery model. The article describes the specific knowledge-transfer challenges encountered and the solutions used to overcome them during a three-phase migration plan. It concludes with important lessons learned about pre-contract and post-contract activities that other organizations can apply to increase the likelihood that IM offshore outsourcing will be successful.