



WHO MEANS BUSINESS IN ARKANSAS?



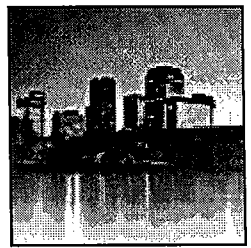
News Resources Marketplace Who's Who Calendar Careers Leisure Submit Data



keyword search archives enter e-mail sign up for daily news

- [Agriculture / Poultry](#)
- [Banking & Finance](#)
- [Business Services](#)
- [Construction](#)
- [Education](#)
- [Energy](#)
- [Government / Politics](#)
- [Health Care](#)
- [Insurance](#)
- [Investments](#)
- [Legal](#)
- [Manufacturing](#)
- [Media / Marketing](#)
- [Nonprofits](#)
- [Public Companies](#)
- [Real Estate](#)
- [Restaurants / Food](#)
- [Retail](#)
- [Small Business](#)
- [Technology / Telecom](#)
- [Tourism](#)
- [Transportation](#)

High Speed Cable Internet



UAMS U.S. News & World Report Names UAMS Among Best Hospitals



Today's Headlines

Acxiom, MIT to Research Data Quality 3/11/04 3:07:39 PM By Arkansas Business staff, Arkansasbusiness.com Daily Report

Acxiom Corp. of Little Rock and the Massachusetts Institute of Technology in Cambridge, Mass., said Thursday that they will collaborate on a research project focusing on customer-centric information quality management.

Dr. Richard Wang, director of the MIT Information Quality Program, and Dr. John R. Talburt, director of the Acxiom Laboratory for Applied Research, will lead the effort.

Acxiom said the team will explore data quality issues related to customer-centric information architectures, particularly knowledge-driven customer recognition systems used in Customer Relationship Management applications.

"I see this collaboration with the MITIQ program as a means to further develop Acxiom's enterprise-wide focus on data quality and to bring together a working group of other companies interested in this same area of research," Zachary Wilhoit, Acxiom's data content leader, said in a news release.

The MITIQ program, based at MIT's Center for Technology, Policy, and Industrial Development, equips professionals with understanding and means to improve their organization's information and to use that information as a strategic tool.

E-mail article to a friend

- Also Today:
- [Fayetteville Collects \\$100,000 to Promote City](#)
3/12/04 11:16:35 AM
 - [UA Named Among Top 4 Institutions for Private Giving](#)
3/12/04 11:15:25 AM
 - [Beverly Fills Open Seat on Board](#)
3/12/04 11:14:32 AM

Back

featured links

- [Walk As One](#)
- [Baptist Health](#)
- [Catlett Care](#)
- [St. Vincent Health System](#)

FREE industry newsletter enter e-mail sign up

enter keywords search website

- [About Arkansas Business Publishing Group](#)
- [Advertising Information](#)
- [Terms, Conditions and Notices](#)
- [Privacy Policy](#)
- [Contact Us](#)
- [Site Map](#)



122 East Second Street Little Rock, AR 72201 (501)372-1443 or (888)322-6397

Copyright © 2004, Arkansas Business Publishing Group. All rights reserved.