

ICIQ-03 (MIT IQ Conference) Program

FRIDAY, November 7

2:00 - 5:30	<p>√ Pre ICIQ-03 CONFERENCE TUTORIAL (US\$395) Tutorial Track 1: John Zachman <i>Essence of Zachman Framework: Principles and Practice</i> Location: E51 - 395</p>	
5:30 - 7:00	<p>√ OFFICIAL ICIQ-03 CONFERENCE STARTS Registration and Reception at MIT Faculty Club Registration, Reception, and Informal Discussions</p>	<p>E52 (6th Floor)</p>

SATURDAY, November 8

8:30 - 9:00	<p>REGISTRATION AND CONTINENTAL BREAKFAST</p>	<p>E51-149</p>
9:00 - 9:20	<p>√ CHAIRS' WELCOME AND OPENING REMARKS Richard Wang, Conference Chair <i>MIT Information Quality Program & TDQM Program</i> Markus Helfert, European Program Co-Chair <i>Dublin City University, Ireland</i> Martin Eppler, European Program Co-Chair <i>University of Lugano, Switzerland</i> Leo Pipino, U.S. Program Co-Chair <i>University of Massachusetts Lowell</i> Arie Segev, U.S. Program Co-Chair <i>University of California Berkeley</i></p>	<p>E51-149</p>
9:20 - 10:00	<p>√ KEYNOTE SPEECH Title: IQ in Enterprise and Information Systems Architecture John Zachman, Zachman International, Inc.</p>	<p>E51-149</p>
10:00 - 10:15	<p>Coffee Break</p>	
10:15 - 11:45	<p>Panel 1: FEDERAL DATA QUALITY ISSUES <i>Panel Moderator: James Funk, S.C. Johnson</i> <i>Panelists:</i> Bryan Aucoin, U.S. Government Louise Casey Reeder, U.S. NAVSUP Beverly Hacker, U.S. HUD Department</p>	<p>E51-145</p>

- 10:15 - 11:45** **1A DATA QUALITY CASE STUDIES** **E51-151**
Session Chair: Jennifer Long, University of Toronto
Barclays Bank Case Study
Adrian McKeon, Infoshare Limited
Data Integration & Information Quality: Case Studies Addressing Interface Risk
Andy Zone, Deloitte & Touche
Mark Houston, Deloitte & Touche
Conducting an Information Product Competitor Analysis: Case Study
Wyndolyn Smith-Adams, Acxiom Corporation
John R. Talburt, Acxiom Corporation
- 11:45 - 1:15** **√ LUNCHEON KEYNOTES** **E51-149**
MITIQ: IQ in the Changing Time
Earl Hadden: IQ for Intelligent Commerce
Richard Wang: Journal of Information Quality
- 1:15 - 2:45** **Panel 2 CERTIFICATION CURRICULUM FOR IQ PROFESSIONALS** **E51-145**
Panel Moderator: Elizabeth Pierce, Univ. of Pennsylvania
Panelists:
Brett Champlin, *The Data Management Association Int'l*
Kewal Dhariwal, *Institute for Certification of Computing Professionals & Athabasca University*
Ken Love, *The American Society for Quality*
Michael Mielke, *German Rail (Die Bahn)*
Mary Ann Robbert, *Bentley College*
- 1:15 - 2:45** **2A CONCEPTUALIZING INFORMATION QUALITY** **E51-151**
Session Chair: Louiqa Raschid, University of Maryland
A multidimensional model for Information Quality in Cooperative Information Systems.
Paolo Missier, Universita' di Milano Bicocca, Milano, Italy
Carlo Batini, Universita' di Milano Bicocca, Milano, Italy
Evolving knowledge: Time as the forgotten dimension of Information Quality
Andreas Neus, IBM Business Consulting Services, Hamburg, Germany
Theoretical Framework for Defining Validity and Quality in Modeling
Fatma Mili, Oakland University

Krish Narayanan, *Eastern Michigan University*

1:15 – 2:45 **2B** IMPACT AND EFFECTS OF DATA QUALITY E51-149

Session Chair: Paul Prabhaker, Illinois Insitute Of Technology

Effect of Dirty Data on Analysis Results

Dominique Haughton, *Bentley College*

Mary Ann Robbert, *Bentley College*

Linda P. Senne, *Bentley College*

Vismay Gada, *Bentley College*

Analyzing Data Quality Effects in CRM -A model-based approach

Markus Helfert, *Dublin City University, Ireland*

Bernd Heinrich, *University of Augsburg, Germany*

Process Knowledge and Data Quality Outcomes

Yang W. Lee, *Northeastern University*

Diane M. Strong, *Worcester Polytechnic Institute*

2:45 - 3:00 Coffee Break

3:00 – 4:30 **Panel 3** CONDUCTING IQ RESEARCH E51-149

Moderator: Beverly Kahn, Suffolk University

Panelists:

Donald Ballou, *University of Albany, SUNY*

Yang Lee, *Northeastern University*

Stuart Madnick, *MIT Sloan School of Management*

Arie Segev, *University of California Haas School of Business*

3:00 - 4:30 **3A** INFORMATION QUALITY ISSUES ON THE WEB E51-145

Session Chair: Mary Ann Robbert, Bentley College

Quality Criteria of Content-driven Websites and their Influence on Customer Satisfaction and Loyalty: An Empirical Test of an Information Quality Framework

Martin J. Eppler, *University of Lugano, Switzerland*

René Algesheimer, *University of St. Gallen, Switzerland*

Marcus Dimpfel, *University of St. Gallen, Switzerland*

Authenticity of Information in Cyberspace

Abrar Haider, *The University of South Australia*

Andy Koronios, *The University of South Australia*

Incredible Information on the Internet

Gernot Graefe, *University of Paderborn, Germany*

3:00 – 4:30

3B ANALYZING DATA QUALITY

E51-151

Session Chair: Giri K. Tayi, University at Albany, SUNY

Data Quality Based Applications Testing

Mark Ofori-Kyei, *MediServe Information Systems*

Troy Lamoreaux, *McKesson SPS*

Padma Kulkarni, *McKesson SPS*

Rick Thompson, *McKesson SPS*

Sai Kalapala, *McKesson SPS*

Data Diagnosis– making DQ assessment work

Nigel Totterdell, *MBT Mahindra-British Telecom*

4:30 – 6:00

Panel 4 IQ Research: Intercultural Issues and Challenges in Information and Data Quality Management?

E51-145

Moderator: Martin Eppler, University of Lugano, Switzerland

Panelists:

Adenekan Dedeke, *Suffolk University, USA*

Markus Helfert, *Dublin City University, Ireland*

Andreas Neus, *IBM, Germany*

Nigel Totterdell, *MBT Mahindra-British Telecom, England*

Carlo Batini, *Universita' di Milano Bicocca, Italy.*

4:30 – 6:00

4A INFORMATION QUALITY EVALUATION AND ASSESSMENT

E51-149

Session Chair: Shobha Chengalur-Smith, University at Albany, SUNY

Pursuing a Career in Information Quality: The Job of the Data Quality Analyst

Elizabeth M. Pierce, *University of Pennsylvania - Eberly School of Business and Information Technology*

Shared System for Assessing Consumer Occupancy and Demographic Accuracy

John R. Talburt, *Acxiom Corporation*

Greg Holland, *Acxiom Corporation*

A Relevant, Believable Theory of Data Quality Assessment

G. Shankar, *Boston University School of Management*

Stephanie Watts, *Boston University School of Management*

6:30 – 9:00

Social Networking Dinner

(Not included as part of conference fee)

Organizer: James Funk, S.C. Johnson & ICIQ Board Member; Sign-up sheet will be available at conference registration desk

SUNDAY, November 9

8:30 - 9:00

Registration and Continental Breakfast

E51-149

9:00 - 10:30

5A DATA MINING AND RECORD MATCHING

Session Chair: Craig Fisher, Marist College

E51-149

A comparative Study of Data Mining Algorithms for Network Intrusion Detection in the Presence of poor Quality Data

Eitel J.M. Lauría, Marist College

Giri K. Tayi, University at Albany, SUNY

Record Matching for a large Master Client Index at the New York City Health Department

Andrew Borthwick, ChoiceMaker Technologies, Inc.

ClueMaker: A Language for Approximate Record Matching

Martin Buechi, ChoiceMaker Technologies, Inc.

Andrew Borthwick, ChoiceMaker Technologies, Inc.

Adam Winkel, ChoiceMaker Technologies, Inc.

Arthur Goldberg, ChoiceMaker Technologies, Inc.

9:00 - 10:30

5B MANAGING INFORMATION QUALITY

Session Chair: Alan Alborn, Al Alborn & Associates

E51-145

Managing Processes for Information Quality: A Framework for Process metadata Development

Adenekan Dedeke, Suffolk University

Improving & Managing Information Quality in Forest Products

David Edwards, University of Tennessee

Frank Guess, University of Tennessee

Timothy Young, University of Tennessee

A Data Quality Framework for Small Businesses

Peggy Leonowich-Graham, Colorado Technical University

Mary Jane Willshire, University of Portland

9:00 - 10:30

5C DATA QUALITY CASE STUDIES II

E51-151

Session Chair: Markus Helfert, Dublin City University

Measuring Sales and Marketing Data Quality: A Rule Based Approach

Aman Naimat, *Oracle Corporation*

Allison Waingold, *Oracle Corporation*

How's your Data Quality? A Case Study in Corporate Data Quality Strategy

Traci Campbell, *Acxiom Corporation*

Zack Wilhoit, *Acxiom Corporation*

The Challenge of International Data Quality and Unicode

Vish Vishwanath, *Firstlogic*

10:30 - 10:45

Coffee Break

10:45-12:15

6A DATA QUALITY APPLIED

E51-145

Session Chair: Bruce Davidson, Cedars-Sinai Health System

Data Quality in Genome Databases

Heiko Müller, *Humboldt University Berlin, Germany*

Felix Naumann, *Humboldt University Berlin, Germany*

Johann-Christoph Freytag, *Humboldt University Berlin, Germany*

Financial Reform Begins at Home

Thomas C. Redman, *Navesink Consulting Group*

A flexible Quality Framework for use within Information Retrieval

M S E Burgess, *Cardiff University, Wales, UK*

W A Gray, *Cardiff University, Wales, UK*

N J Fiddian, *Cardiff University, Wales, UK*

10:45 - 12:15

6B METHODS, TECHNIQUES AND TOOLS

E51-149

Session Chair: Pam Neely, Rochester Institute of Technology

Methods for Building Data Elements for Multi-sourced Data Products

Greg Holland, *Acxiom Corporation*

Extracting Data from Free Text Fields

M. David Allen, *Institute for Data Research*

Susan Carter, *Institute for Data Research*

Peter Aiken, *Institute for Data Research*

Mary Kay Cyrus, *Defense Supply Center Richmond*

Kathy Wade, *Defense Supply Center Richmond*

Sid McCormac, *Defense Supply Center Richmond*

Preserving Web Sites: A Data Quality Approach

Cinzia Cappiello, *Politecnico di Milano, Italy*

Chiara Francalanci, *Politecnico di Milano, Italy*

Barbara Pernici, *Politecnico di Milano, Italy*

10:45 - 12:15

6C ORGANIZATIONAL ISSUES IN DATA QUALITY

E51-151

Session Chair: Martin Eppler, University of Lugano, Switzerland

Exploring the mediating and moderating effects of Information Quality on Firms' Endeavor on Information Systems.

Yihua Philip Sheng, *Southern Illinois University Carbondale*

Automating Objective Data Quality Assessment (Experiences in Software Tool Design)

Sergei Savchenko, *Skwork Studio, Canada*

Would Organization Size Matter For Data Quality

Hongjiang Xu, *Central Michigan University*

√ END OF ICIQ-03 CONFERENCE

√ Informal Research Meeting

E51-149

12:15 – 1:30

Co-Chairs: Beverly Kahn and Pam Neely

Discuss ongoing research that would be open to faculty and graduate students. The objective would be to share findings.

1:30 – 5 p.m.

√ Post ICIQ-03 Conference Tutorial

Tutorial Track 2: Earl Hadden, Room E51-145 (US\$395)

Data Warehouse & Intelligent Commerce