

**ICIQ (MIT IQ) Conference Program**

**FRIDAY, November 5**

**5:30 - 6:30 PM**     **✓ OFFICIAL ICIQ-04 CONFERENCE STARTS**     **E52**  
(6<sup>th</sup> Floor)

**Registration and Reception at MIT Faculty Club**  
Registration, Reception, and Informal Discussions

**SATURDAY, November 6**

**8:30 - 9:00 AM**     **REGISTRATION AND CONTINENTAL BREAKFAST**     **E51-345**

**9:00 - 9:20**     **✓ CHAIRS' WELCOME AND OPENING REMARKS**     **E51-345**

**Richard Wang, Conference Chair**  
*MIT Information Quality Program & TDQM Program*  
**Shobha Chengalur-Smith, Program Chair**  
*University at Albany, SUNY*  
**Louiqa Raschid, Program Chair**  
*University of Maryland, College Park*  
**Jennifer Long, Program Chair**  
*University of Toronto, Canada*  
**Craig Seko, Program Chair**  
*Statistics Canada*

**9:20 - 10:00**     **✓ KEYNOTE SPEECH**     **E51-345**

**Supporting America's Defense: Quality Data DNA for the DoD's Global Supply Chain**  
Joseph D. Cassel, Jr., *Colonel USMC, Commander*  
*Defense Logistics Information Service*

**10:00 - 10:15**     Coffee Break

**10:15 - 11:45**     **Panel 1: IQ CERTIFICATE CURRICULUM EXPERIENCE**     **E51-335**

**Panel Moderator:** Marcus Gebauer, *WestLB, Germany*

**Panelists:**  
Michael Mielke, *Die Bahn, Germany*  
Karolyn Kerr, *Ministry of Health, New Zealand*  
Eric Infeld, *Ingenix –United Health Group*  
Beatriz Castier, *Petrobras - Petrleo Brasileiro S.A., Brazil*

- 10:15 - 11:45**      **1A IQ STRATEGY**      **E51-372**  
*Session Chair: Felix Naumann, Humboldt-Universität zu Berlin, Germany*
- Developing, Implementing and Monitoring an Information Product Quality Strategy**  
Elizabeth M. Pierce, *Indiana Univ. of Pennsylvania*
- Data Quality Strategy: A Step-by-Step Approach**  
Frank Dravis, *Firstlogic, Inc.*
- Getting Better Information Quality By Assessing And Improving Information Quality Management**  
Ismael Caballero, *Alarcos Research Group, ESI (UCLM), Spain*  
Óscar Gómez, *Alarcos Research Group, ESI (UCLM), Spain*  
Mario Piattini, *Alarcos Research Group, ESI (UCLM), Spain*
- 10:15 - 11:45**      **1B WEB/INTERNET QUALITY**      **E51-376**  
*Session Chair: Craig Fisher, Marist College*
- Website Quality Assessment Criteria**  
Vassilis Moustakis, *Technical University of Crete, Greece*  
Charalambos Litos, *Technical University of Crete, Greece*  
Andreas Dalivigas, *Technical University of Crete, Greece*  
Loukas Tsironis, *Technical University of Crete, Greece*
- Analyzing Information Quality In Virtual Service Networks With Qualitative Interview Data**  
Helinä Melkas, *Helsinki University of Technology, Finland*
- Web Design vs. Web Quality**  
Anne Matheus, *Marist College*
- 11:45 - 1:15 PM**      **✓ LUNCH BREAK**      **E51-345**
- 1:15 - 2:30**      **2A IQ RESEARCH FRONTIER**      **E51-376**  
*Session Chair: Jennifer Long, University of Toronto*
- Simulations of the Relationship Between an Information System's Input Accuracy and Its Output Accuracy**  
Irit Askira Gelman, *University of Arizona, Tucson*
- Metadata Quality For Federated Collections**  
Besiki Stvilia, *University of Illinois at Urbana-Champaign*  
Les Gasser, *University of Illinois at Urbana-Champaign*  
Michael B. Twidale, *University of Illinois at Urbana-Champaign*

Sarah L. Shreeves, *University of Illinois at Urbana-Champaign*  
Tim W. Cole, *University of Illinois at Urbana-Champaign*

**Logical Interdependence of Some Attributes of  
Data/Information Quality**

Zbigniew J Gackowski, *California State University Stanislaus*

1:15 - 2:30

**2B COST BASED CASES**

E51-335

*Session Chair: Latif Hakim, University of Southern Queensland,  
Australia*

**Beyond Business Process Reengineering**

Anton Raneses, *Defense Energy Support Center*

**Using the Data Quality Scorecard as a Negotiation  
Strategy**

Traci Campbell, *Acxiom Corporation*

Keri Douglass, *Acxiom Corporation*

Wyndolyn Smith-Adams, *Acxiom Corporation*

**Data Mining, Dirty Data, and Costs**

Leo Pipino, *University of Massachusetts Lowell*

David Kopcsó, *Babson College*

2:30 – 2:45

Coffee Break

2:45 - 4:15

**3A HEALTHCARE APPLICATIONS**

E51-335

*Session Chair: Frank Dravis, Firstlogic, Inc.*

**Information Quality Function Deployment**

Latif Al-Hakim, *University of Southern Queensland, Australia*

**Galaxy's Data Quality Program: A Case Study**

Laura Sebastian-Coleman, *Ingenix – UnitedHealth Group*

Eric Infeld, *Ingenix – UnitedHealth Group*

**Where To Start? A Preliminary Data Quality Checklist  
For Emergency Medical Services Data**

Jennifer Long, *University of Toronto, Canada*

Craig Seko, *Statistics Canada*

Chris Robertson, *Aventis Pasteur Limited*

Dr. Laurie J. Morrison, *University of Toronto, Canada*

2:45 – 4:15

**3B DATA QUALITY APPLICATIONS**

E51-345

*Session Chair: Leo Pipino, University of Massachusetts Lowell*

**Applying Name Knowledge to Name Quality Assessment**

Kimberly Hess, *Acxiom Corporation*

John Talburt, *Acxiom Corporation*

**The Development of a Healthcare Data Quality Framework and Strategy**

Karolyn Kerr, *Auckland University, New Zealand*

Tony Norris, *Auckland University, New Zealand*

**An Algebraic Approach to Quality Metrics for Customer Recognition Systems**

John R. Talburt, *Acxiom Corporation*

Kimberly Hess, *Acxiom Corporation*

Richard Wang, *MIT IQ Program*

Emily Kuo, *MIT IQ Program*

4:15 – 4:30

Coffee Break

4:30 - 6:00

**4A DATA MINING**

E51-376

*Session Chair: Louiqa Raschid, University of Maryland, College Park*

**Stewardship and Staging of Information for Enterprise Mining**

Jon Wright, *AT&T Labs - Research*

Gregg Vesonder, *AT&T Labs - Research*

Tamraparni Dasu, *AT&T Labs - Research*

**Information Quality: How Good Are Off-The-Shelf DBMS?**

Felix Naumann, *Humboldt-Universität zu Berlin, Germany*

Mary Roth, *IBM Silicon Valley Lab, USA*

**WEAVE: An Automated System for Collating Unstructured Data from WEB and Legacy Sources to Enhance the MRO Supply Chain**

L. Robert Pokorny, *XSB, Inc.*

Harpreet Singh, *XSB, Inc.*

4:30 – 6:00	<b>4B COST ANALYSES</b> <i>Session Chair: Shobha Chengalur-Smith, University of Albany, SUNY</i>  <b>Quality-Adaptive Query Processing Over Distributed Sources</b> <i>Laure Berti-Équille, IRISA, University of Rennes I, France</i>  <b>DQ Options: Evaluating Data Quality Projects Using Real Options</b> <i>Monica Brobrowski, Pragma Consultores, Argentina</i> <i>Sabrina Vazquez-Soler, Pragma Consultores, Argentina</i>  <b>A Framework For The Classification Of Data Quality Costs And An Analysis Of Their Progression</b> <i>Martin Eppler, University of Lugano, Switzerland</i> <i>Markus Helfert, Dublin City University, Ireland</i>	E51-335
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**SUNDAY, November 7**

8:30 - 9:00 AM	Registration and Continental Breakfast	E51-345
9:00 - 10:30	<b>Panel 3: IQ RESEARCH DIRECTIONS</b> <b>Panel Moderator:</b> Beverly K. Kahn, <i>Suffolk University</i>  <b>Panelists:</b> <i>Elizabeth M. Pierce, Indiana University of Pennsylvania</i> <i>Helinä Melkas, Helsinki University of Technology, Finland</i>	E51-376
9:00 - 10:30	<b>5A QUALITY METRICS</b> <i>Session Chair: Kevin Desouza, University of Illinois at Chicago</i> <b>Completeness in the Relational Model: a Comprehensive Framework</b> <i>Monica Scannapieco, Università di Roma “La Sapienza”, Italy</i> <i>Carlo Batini, Università di Milano “Bicocca”, Italy</i>  <b>Authoritative Data Source (ADS) Framework and ADS Maturity Model</b> <i>Frank Ponzio, Symbolic Systems, Inc.</i>  <b>Empirical Validation of the Structure of an Information Quality Model</b> <i>Matthew Bovee, University of Vermont</i>	E51-345

9:00 - 10:30

**5B BUSINESS APPLICATIONS**

E51-335

*Session Chair: Diane Strong, Worcester Polytechnic Institute*

**Quality Measures and The Information Consumer**

*Mikhaila Burgess, Cardiff University, Wales, United Kingdom*

*N.J. Fiddian, Cardiff University, Wales, United Kingdom*

*Alex Gray, Cardiff University, Wales, United Kingdom*

**Information Quality in Complex Sales**

*Ronald Hyams, Swiss Reinsurance Company, Switzerland*

*Martin Eppler, University of Lugano, Switzerland*

**Representation and Certification of Data Quality on the Web**

*Cinzia Cappiello, Politecnico di Milano, Italy*

*Chiara Francalanci, Politecnico di Milano, Italy*

*Barbara Pernici, Politecnico di Milano, Italy*

*Francesco Martini, C.A.D. Romana Lippini Srl, Italy*

10:30 - 10:45

Coffee Break

10:45-12:00 PM

**6A DATA QUALITY CASES**

E51-372

*Session Chair: LCDR Stanley Dobbs, USS Carl Vinson*

**Customer Investigation Process At Credit Suisse:  
Meeting The Rising Demand Of Regulators**

*Mario Klesse, University of St. Gallen, Switzerland*

*Clemens Herrmann, University of St. Gallen, Switzerland*

*Pius Brändli, Credit Suisse, Switzerland*

*Thomas Mügeli, Credit Suisse, Switzerland*

*Daniel Maier, Credit Suisse, Switzerland*

**Business Requirements of A Record Matching System**

*Andrew Borthwick, ChoiceMaker Technologies, Inc.*

*Maggie Soffer, ChoiceMaker Technologies, Inc.*

**A Methodology For Information Quality Assessment In  
The Designing And Manufacturing Processes Of  
Mechanical Products**

*Su Ying, Tsinghua University, China*

*Zhanming Jin, Tsinghua University, China*

**√ END OF ICIQ-04 CONFERENCE**

