Acxiom, MIT to Research Data Quality

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By: Melissa Campanelli
Senior Editor
melissa@dmnews.com

Acxiom Corp., Little Rock, AR, and the Massachusetts Institute of Technology, Cambridge, MA, will collaborate on a research project focusing on customer-centric information quality management, the two said yesterday.

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.

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.

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

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