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

Our faculty members continue to receive wide acclaim for research and teaching successes. In 2010,

- R. Leon Price, Emeritus Professor of MIS, was inducted to the Oklahoma Educators’ Hall of Fame.
- Bob Zmud, Michael F. Price Chair in MIS, was awarded the Lifetime Achievement Award from AIS’ SIGADIT, his fourth lifetime recognition from a professional society.
- Traci Carte, Associate Professor of MIS was awarded the Regents’ Award for Superior Teaching.
- Laku Chidambaram, W.P. Wood Professor of MIS was awarded the Harold E. Hackler Outstanding MBA Professor Award.
- Matt Jensen, Assistant Professor of MIS, was a CO-PI for a project that received $835,000 in external funding from the NSF.

MIS students too continue to enjoy considerable success.

- MIS major Kaleigh Kaczmarek participated in the 8th Annual Bruzzy Westheimer Presentation Competition. Her team was 1st runner up out of fourteen participating teams.
- MIS undergraduate majors increased from 177 in 2009 to 190 this year, consistent with the average growth rate of 7% over the past six years.

THIRD ANNUAL “I.T. IS HOT!” HIGH SCHOOL CAMP

The third I.T. is HOT! Camp for high school students was held on March 25-26, 2011. Thirty students from six high schools—Norman High, Midwest City, Moore, South Moore, West Moore, Canute—attended the camp. Also in attendance were seven high school teachers and counselors. The camp has grown from two schools in 2009, to four schools last year, and six schools this year.

Each team was assigned a mentor—a top undergraduate MIS student—who coached the team with their case preparation. The high school students had an opportunity to hear about careers in MIS from two alumni—Carlos Alca (OU IT) and Brandi Vose (Agio LLC)—and a faculty member, Professor Matt Jensen. A panel of industry representatives including Ian Anderson (Agio LLC), Amber Andros (Deloitte), Keith Bennett (Hobby Lobby), and Kyle Neuenschwander (Chesapeake) discussed the importance of mobile apps. Faculty presentations by Mano Ratwatte and Nate Stout helped the high school teachers earn continuing education credit.

The student presentations were judged by Mark Brashear (ConocoPhillips), Jon Keenze (Devon Energy), Kyle Schmitz (Telogical) and Jim Xenos (Love’s Travel Stops & Country Stores). The first place went to Norman High (they won in 2009), second place to Midwest City, and third place to Moore. Each member of the winning team received a $1,000 scholarship (contingent on their being admitted to OU and declaring MIS as a major), and each member of the second-place team received a $500 scholarship (with the same stipulations). The teacher from the winning team received a $250 gift certificate for classroom supplies, and the second-place team’s teacher received a $100 gift certificate. Ken Evans, the Dean of the Price College of Business awarded the prizes to the winners on Saturday, the second day of the camp, when there were over 75 people in attendance, including parents of the participating students. This camp, like the two previous ones, was made possible due to the generosity of ConocoPhillips.
Leon Fowler II graduated in 2006 from the University of Oklahoma with a major in MIS. He started out as a .NET Web Developer at Devon Energy in Oklahoma City and is currently a Systems Analyst, supporting systems that load Devon’s production data. He is heavily involved in the impact assessment of the systems he supports for Devon’s implementation of SAP in 2012.

Outside of work, Leon volunteers at a middle school and a high school in the Oklahoma City area, mentoring and tutoring students. He has helped coach the 5th and 6th grade Millwood Wolfpack Football team to an undefeated championship season. Leon also is involved in multiple entrepreneurship endeavors, including founding his first registered company, Waste Valet Services, LLC.
John Salvie, Vice President of the MIS Student Association (MISSA), will graduate in May 2011 with an undergraduate degree in MIS and Marketing. Upon graduation, John will begin his career at Deloitte Consulting as a Center Associate in the technology group. John has been an active MISSA member since 2009, first serving as MISSA’s Publicity Chair. John has helped facilitate MISSA Lunch n’ Learns and has served as a mentor to high school student teams during the MIS division’s “I.T. is Hot!” camp. Outside of the business school, John has been active with the OU Campus Activities Council, serving on the executive committees for U-Sing, Scandals, and Family Weekend. He has also served as Counselor for Camp Crimson, OU’s freshman orientation camp, and the OU High School Leadership Conference, where a leadership development program for area high school students.

John came to the University of Oklahoma as a National Merit Scholar. During his time at OU, he continued to excel, placing on the Dean’s Honor Roll and winning accolades and scholarships such as the 2009 CNBAM Designer of the Year and the 2010 SigEp Parents Club Award for the fraternity and community involvement, excellence in academics, and leadership. He was also a recipient of MIS scholarships from American Fidelity Assurance and the Williams Company. John is also a member of the Honors Student Association and the Beta Gamma Sigma Honor Society. While working on his degree, John has also worked at OG&E and the University of Oklahoma.

Leadership is clearly one of John’s passions. He participated in the 2010 Deloitte National Leadership Conference, further honing his leadership abilities. Besides discharging his myriad professional commitments in an exemplary fashion, John finds time for community service. He enjoys volunteering at the Middle Earth Child Development Center, where he helps in the 2-3 year-olds room preparing lunch, cleaning up, and playing with the kids, and at the Oklahoma Blood Institute.

**CURRENT OU FACULTY RESEARCH**

**Effects of Automated and Participative Decision Support in Computer-Aided Credibility Assessment**

Matthew L. Jensen, Paul Benjamin Lowry, Jeffrey L. Jenkins

*Journal of Management Information Systems* (forthcoming)

Historically, inaccurate credibility assessments have resulted in tremendous costs to businesses and to society. Recent research offers automated, unobtrusive credibility assessment aids as a solution; however, the accuracy of these decision aids is frequently inadequate. Further, users often resist accepting the aids’ recommendations and instead favor their own assessments. To counter these two assessment difficulties, the authors followed principles from Signal Detection Theory (SDT) to improve the accuracy of recommendations in computer-aided credibility assessment by combining automated and participatory decision support. They also relied on participation in decision making (PDM) theory to predict an increased acceptance of assessment aid recommendations when perceptual cues are elicited from users.

The research team designed and tested a hybrid decision aid to perform automated linguistic analysis, plus elicit and analyze perceptual cues (e.g., statement complexity, plausibility, amount of details) from an observer. The hybrid decision aid was then used in a laboratory experiment by 167 individuals who evaluated 10 high-stakes interviews, 5 of which contained deception.

Results from the experiment indicate that decision aids, which use linguistic and perceptual cues, offer more accurate recommendations than those that use only one type of cue. Automatic analysis of linguistic cues improved both the decision aid’s recommendations and the users’ credibility assessment accuracy. The elicitation of perceptual cues did not improve the users’ assessment accuracy. Elicitation of perceptual cues, however, improved user acceptance of the decision aid’s recommendations.
CORPORATE REPRESENTATIVES ATTEND SCHOLARSHIP INTERVIEWS

Nearly $90,000—donated by organizations and individuals who support the MIS program—was awarded in scholarships for the 2011-'12 academic year. On March 29th, donor company representatives from Agio, American Fidelity, Bank of Oklahoma, Cerner, Chesapeake, ConocoPhillips, Devon, OG&E, ONEOK, Sendero, Wal-Mart and Williams participated in the interview process, which included 35 outstanding student applicants.

One scholarship applicant, who is currently studying abroad in France, was interviewed via Skype. “We thank the generosity of the scholarship donors, which makes it possible for the best and the brightest of our students to pursue their education without having to worry as much about the cost of getting one,” stated MIS Division Director Laku Chidambaram.

MISSA EVENTS: SPRING 2011

DEVON VISIT
On April 1st, the MIS student association (MISSA) visited the OKC campus of Devon Energy Corp. The visit was coordinated by Mr. Jon Keenze (OU MIS alumni), Senior Supervisor BI&T Marketing Services and Ms. Rocio Claybon (OU MIS Alumni) Supervisor BI&T Midstream Services, and included thirteen students who received valuable insights about work expectations, how to look for and prepare for internships while in school, and full time work opportunities. The students also had a chance to ask questions about roles played by MIS alumni who work at Devon Energy and learn about IIBA and PNP certification and career paths. The students were updated on the recent SAP implementation at Devon Energy Corporation. These discussions were followed by lunch and a tour of Devon’s Data Center facility. The student-side of this event was coordinated by MISSA treasurer Luke Davis and MISSA membership chair Lindsay Cole. The MIS division was represented by Assistant Professor Dr. Ning Nan and MISSA faculty advisor Mr. Mano Ratwatte.

MISSA EVENTS: SPRING 2011

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<td>Agio LLC</td>
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