



The Information Science & Technology Center ...at Colorado State University

Colorado State University's Information Science and Technology Center (ISTeC)
and the College of Business

present two lectures by



Dr. Robert W. Zmud

Professor and Michael F. Price Chair in Management Information Systems
Michael F. Price College of Business
University of Oklahoma

ISTeC Distinguished Lecture

in conjunction with the Computer Information Systems Department

**“Business Technology Management:
Research Synthesis and Future Directions”**

Friday, May 5, 2006

Reception: 3:30 – 4:10 pm

Lecture: 4:10 to 5:00 pm

Rockwell Hall, Room 119

Computer Information Systems Department Seminar

**“The Identity Crisis with the Information Science Discipline:
Implications for Publishing Strategies”**

Friday, May 5, 2006

Lecture: 1:00 to 2:00 pm

CIS Center for Collaboration and Cognition
1730 S. College Avenue

ABSTRACTS

“Business Technology Management: Research Synthesis and Future Directions”

Business Technology Management (BTM) refers to the set of capabilities organizations must acquire or develop in order to effectively and efficiently apply information technology in supporting business operations, tactics and strategy. The presentation will define the scope of BTM, critically assessing prior research efforts and accomplishments. Finally, recommendations are given delineating both future research objectives and directions.

“The Identity Crisis with the Information Science Discipline: Implications for Publishing Strategies”

Recently, there has been a healthy debate about whether there is an identity crisis in the research done by the information systems (IS) discipline, what constitutes appropriate IS research, and how IS journals should signify the core of the IS discipline. Dr. Zmud has proposed a nomological network around the information technology artifact to describe the different phenomena and behaviors that might be appropriate topics for IS research.

[Dr. Robert Zmud](#) is Professor and Michael F. Price Chair in Management Information Systems, Division of Management Information Systems, Michael F. Price College of Business, University of Oklahoma. His research interests focus on the organizational impacts of information technology and on the management, implementation and diffusion of information technology. He currently is a Senior Editor with *Information Systems Research* and *MISQ Executive* and he currently sits on the editorial boards of *Management Science*, *Academy of Management Review* and *Information and Organization*. He is a fellow of both Association for Information Systems and Decision Sciences Institute. He holds a Ph.D. from the University of Arizona and a M.S. from M.I.T.

To arrange a meeting with the speaker, please contact Dr. Stephen Hayne at (970) 491-7511 or stephen.hayne@mail.biz.colostate.edu

ISTeC (Information Science and Technology Center) is a university-wide organization for promoting, facilitating, and enhancing CSU’s research, education, and outreach activities pertaining to the design and innovative application of computer, communication, and information systems. For more information please see ISTeC.ColoState.edu.