

THE MRC REPORT

**McDowell Research Center
for Global Information
Technology Management**

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Mission Statement

To support and stimulate the application of information technology in organizations worldwide, with an emphasis on the Piedmont Triad region, North Carolina, and the United States. Research projects focus on contemporary issues facing companies worldwide. The Center contributes to the IT-related industry clusters in the Triad region, thereby aiding in the economic development and business environment of affected firms. The Center offers programs targeted to both for-profit and non-profit businesses.



UNCG

Bryan School of
Business and Economics

McDowell Research Center
for Global IT Management

An Introduction to the McDowell Research Center

By Dr. Prashant Palvia, Director

Welcome to the first issue of The MRC Report, a newsletter published by the McDowell Research Center for Global Information Technology Management (MRC) at UNCG's Bryan School of Business and Economics. This issue highlights our milestones and notes our plans for the future. We hope you enjoy reading about our accomplishments in this rapidly changing world of global information technology, and we welcome your comments and suggestions.



Dedicated on October 16, 2007, MRC was established through the generosity of Robert McDowell, vice president of Microsoft Corporation, and his wife Lissa Shelley McDowell, a 1968 UNCG graduate. MRC is the nation's first center to investigate the international applications of information technology and prepare the next generation of students for challenges faced by companies expanding globally.

Our two areas of focus are global information technology and information technology in healthcare. Information technology is no longer the sole purview of large firms and people in advanced countries. Its application is pervasive across borders, economic and social statuses, and companies/corporations of all sizes. Attention to the use of information technology in healthcare is intensifying. Clinicians, patients and policymakers are interested in being able to securely share appropriate information electronically across organizations.

Although less than a year old, MRC has already accomplished much. We have:

- Prepared reports on "Review of University IS/IT Centers," "Top IS/IT Management Issues" and "Definition of MRC Focus Areas," all of which are available by contacting us
- Funded six grant proposals for research in MRC focus areas
- Sponsored the Global

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(From left) Lissa Shelley McDowell, Robert McDowell, Dr. Prashant Palvia, former UNCG Chancellor Patricia Sullivan and Bryan School Dean Jim Weeks attended last October's dedication of the McDowell Research Center for Global Information Technology Management.

Your Source for Global IT Information

Information technology management scholars from all over the world read it. Do you? It's the *Journal of Global Information Technology Management (JGITM)* and it's sponsored by MRC.

This quarterly publication, currently in its eleventh year, includes articles and reports related to all aspects of the application of information technology for international business. It reports on information resource management, managerial and organizational concerns, and innovative applications related to global information technology.

The journal is heralded by many prominent researchers as the premier publication investigating global issues in information technology management.

The following articles were published in *JGITM*'s July 2008 issue:

- "Information Technology in Transitional Economies: The Mobile Internet in Jordan," by Ahmad Mansour Khasawneh. Examines mobile Internet adoption and diffusion in the transitional economy of Jordan.
- "Impact of Supply Chain Management and ERP on Organizational Performance and Competitive Advantage: Case of Tunisian Companies," by Nabil Mzoughi, Nedra Bahri and Mohamed Skander Ghachem. Investigates SCM and ERP system dimensions and tests their relationships with competitive advantage and organizational performance in Tunisia.
- "Developing Countries and E-Learning Program Development," by A.A. Safavi. Reports on the first e-University established in Iran.
- "The Internet in Israel: 1999-2007 with International Comparisons," by Phillip Ein-Dor. Tracks the development of the Internet in Israel as compared with nine other countries.

MRC Funds First Research Proposals

MRC recently funded four \$5,000 grant proposals from outside UNCG and two grant proposals from inside the university. The grant proposals were chosen from a pool of 39 applicants from the United States and abroad. Preference was given to proposals involving the two focus areas of MRC, which are information technology in healthcare and global information technology.

"We are very proud to provide this funding for these innovative grant proposals," said MRC Director Prashant Palvia. "Our committee was surprised and overwhelmed by a larger number of proposals than we expected and were pleased with the quality and scope of many of them."

Titles and recipients of the grants are:

- "Information and Process Quality Issues in IT-Supported Healthcare," by Dr. Janis Gogan, Bentley College

- "The Impact of Web-Based Health Risk Communication on Information Processing and Risk Perception," by Christopher Harle, Carnegie Mellon University

- "The Influence of Subgroup Dynamics on Knowledge Coordination in Dispersed Software Development Teams," by Dr. Mike Gallivan, Georgia State University

- "Creating a Culture of Use in ICT for Education and Development Projects: the Case of Macedonia Connects," by Dr. Laura Hosman, University of California, Berkeley

- "Processing and Mechanisms of Institutional Changes in the Offshoring Sector of Emerging Economies," by Dr. Nir Kshetri, UNCG

- "Social Engineering Self-Efficacy: Gateway to Empowerment in Information Security," by Simin Hall and Dr. Hamid Nemati, UNCG.

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Information Technology Management Association (GITMA) World Conference in Atlanta

- Sponsored a workshop on Partial Least Squares
- Published four issues of the *Journal of Global Information Technology Management (JGITM)*
- Met with several organizations for collaboration and grant possibilities (e.g. N.C. A&T State University, Volvo, FedEx, eTechSecurity)
- Initiated the MRC Lecture Series.

We will continue with the projects we began this past year and initiate these new plans in the coming year:

- Work with the Bryan School Dean's Office to provide seed grants to faculty preparing grant proposals to external agencies
- Invite MRC Advisory Board members' companies to submit research proposals
- Develop an MRC Working Paper Series
- Apply for research grants from government agencies, foundations and private companies.

AIG Provides Funding for Research

AIG United Guaranty of Greensboro has provided MRC with its first research grant, which will be used for surveying Triad area businesses on workplace environment issues related to information technology.

In a joint venture with AIG, MRC is surveying Triad companies to examine work-related stress issues for information technology professionals. Aggregate results will provide benchmarks for companies to help improve their internal processes.

Dr. Prashant Palvia, director of MRC, is responsible for overall management of the survey.

Use of IT in Healthcare is Limitless

Each year, 10 million children die from lack of healthcare, mostly in third world countries. The cause of many of these deaths is pneumonia and diarrhea, both easy and inexpensive to treat.

Meanwhile, the United States battles chronic diseases caused by lifestyles. Ours is the only industrialized country that doesn't cover all its citizens with healthcare insurance.

Information technology can improve healthcare in the U.S. and worldwide by saving time and space, and minimizing human error, said Tim Rice, president and CEO of Moses Cone Health System.

Rice, an MRC Advisory Board member, was the speaker at the inaugural presentation of the MRC Lecture Series in May. He spoke on the topic "IT in Healthcare: The Good, the Bad and the Potential."

"I envision global healthcare without borders, where radiology reading, transcription and medical tourism are all part of the global economy," Rice said. "In the U.S., we hope to see computerized physician order entry, document imaging and national incentives for patient information sharing. We're trying to move toward the point where the individual owns their own healthcare record.

"We still have a ways to go, but the potential for healthcare improvements from IT is truly limitless," he concluded.

More than 125 people attended Rice's presentation at the Bryan School. The free event was attended by faculty, students and Triad healthcare professionals, as well as interested members of the local community.

The MRC Lecture Series will continue this fall.

For more information, contact MRC Director Prashant Palvia at (336) 334-4818.



Tim Rice gave his presentation, "IT in Healthcare: The Good, the Bad and the Potential," as the inaugural lecture in the MRC Lecture Series. He also made the presentation at the GITMA Conference in Atlanta.

Meet the MRC Advisory Board & Staff

MRC, a part of UNCG's Bryan School, is located on the fourth floor of the Bryan Building. Work is conducted in large part due to the expertise of its Advisory Board of Directors, faculty and staff. The first meeting of the Board was held last October, during which the strategic direction of MRC and the need to develop niche areas of expertise were discussed.

The board is chaired by Robert McDowell, vice president of Microsoft Corporation and includes members who reflect the focus areas of global information technology management and information technology in healthcare.

"We are so very fortunate to have leaders on our Advisory Board who are highly knowledgeable in these two areas and willing to share their vast knowledge to benefit MRC and our entire community," said MRC Director Prashant Palvia.

Board members include:

- Kwasi Amoako-Gyampah, head of UNCG's Department of Information Systems and Operations Management
- W. Holt Anderson, executive director of North Carolina Healthcare Information and Communications Alliance Inc. at Research Triangle Park
- Patricia Gabow, CEO and medical director of Denver Health in Denver, Colo.
- Vince C. Henrich, director of

UNCG's Center for Biotechnology, Genomics and Health Research

- Gloria L. Keesee, CIO of WR Grace & Company in Columbia, Md.
- Robert McDowell, vice president of Microsoft Corporation in Seattle, Wash.
- G. Gilmer Minor III, chairman of Owen & Minor Inc. in Richmond, Va.
- Prashant Palvia, UNCG Joe Rosenthal Excellence Professor and director of MRC
- Tim Rice, president and CEO of Moses Cone Health System in Greensboro
- Douglas Snowberger, CIO of Danaher ITC in Greensboro
- Jim Weeks, dean of the UNCG Bryan School.

MRC is also fortunate to have two members of the Bryan School faculty serve as research fellows. They are Dr. Hamid Nemati, associate professor with the Department of Information Systems and Operations Management and head of the Master of Science in Information Technology and Management program, and Dr. Kevin Lowe, professor and head of the Department of Business Administration.

Assisting in all MRC activities is Research Assistant Sandra Vannoy and managing the day-to-day operations is Office Manager Rodney Ouzts.

Conference Provides Arena for Idea Exchange

The supportive atmosphere at this year's Global Information Technology Management Association (GITMA) World Conference allowed educators, researchers and practitioners in global information technology management from several countries to network and freely exchange ideas.

The ninth annual event, held in June in Atlanta, was sponsored by MRC, Kennesaw State University and the University of Texas at El Paso.

MRC Director Dr. Prashant Palvia chaired the conference and was involved in all aspects of the event. Program co-chairs

were Dr. Kallol Bagchi of the University of Texas at El Paso and Dr. Cristina Ponsiglione of the Università di Napoli Federico II, Italy. The local chair was Dr. Pamila Dembla of Kennesaw State University.

Featured keynote speakers included Dr. Varun Grover of Clemson University, Tim Rice,

president and CEO of Moses Cone Health System, and Dan Rasmus and Robert McDowell of Microsoft Corporation.

MRC submitted a panel proposal for the conference on "Worldwide Collaboration Opportunities with MRC" and it was accepted. Palvia conducted the session, which involved identifying collaborative research opportunities.

MRC will sponsor the tenth annual GITMA World Conference, scheduled for June 14-16, 2009 in Mexico City. Once again, there will be several panels, workshops and keynote speakers scheduled.

Submission deadline for papers or panel proposals is November 15, 2008. Submissions may be entered at www.gitma.org.

For more information about this year's or next year's conference, contact Palvia at (336) 334-4818.



Save the Date
**10th Annual GITMA
 World Conference**
Mexico City, Mexico
June 14-16, 2009
www.gitma.org



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