



Center for IT & eBusiness

College of Business Administration



Annual Report 2009-2010

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The University of Akron

Center for IT & eBusiness

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Message From The Director

Greetings.

This year we celebrate the 10th anniversary of the Center for IT and eBusiness (CITE). We have accomplished a lot during the past 10 years and we can look back with great pride. We are facing a tough challenge as fewer students are opting to major in Information Systems (IS). Consequently many of our activities during the past year focused on recruiting students to our IS program. We are working closely with our faculty, staff, and IT professionals to promote the field of Information Systems as an exciting career. Some of these efforts detailed in this report are IT Day, Tech Forum, Summer Career Camp, presentation by board members to CBA undergraduate and graduate program advisors, and presentation on IS career opportunity to UA students. It is hard to say whether these efforts are paying off as it takes a long time to get high school students to our programs. The support received from CITE board members and our industry partners are incredible. With our success during the past year, we are expanding the summer career camp for 2011 to students from all nearby high schools. I am confident that we will continue to get sponsorship from local companies.

Other events such as board meetings, IT Executive Exchange, and networking night have increased the level of interaction among IT executives. Last year we had five Executive Exchange meetings discussing topics of great interest to IT executives. We sponsored the first annual IT Day which brought more than 100 IT students and IT professionals together. We also conducted management training which helped us raise money to pay for student scholarships.

I hope you enjoy reading this annual report. As always, I welcome any feedback or comments.

Sincerely,

[Handwritten signature of Dr. B. S. Vijayaraman]

Dr. B. S. Vijayaraman
Director, Center for IT & eBusiness
Professor of Management & Information Systems
College of Business Administration
The University of Akron



IT Executive Exchange



The IT Executive Exchange (ITEE) is a forum for IT Executives and College of Business Administration professors at The University of Akron. Meetings take place every six to eight weeks to discuss pressing and leading edge issues. The purpose of this forum is to have a healthy exchange of ideas that will be useful to all attendees. Last year, the CITE-sponsored forum had five sessions.

## IT Executive Exchange Sessions

### Aggregation and the Use of Social Networking Tools to Foster New Communication Methods (September 2009)

ITEE participants entered the forum from diverse perspectives and experiences that encompassed broad interests and expectations regarding the meeting's outcome. Some participants were interested in the cultural dynamic between older and younger workers. Others wanted to expand ideas for discouraging the use and abuse of social networking within an organization. Regardless of their explicit intent, all attendees desired to enter the utopia of green pastures and blue skies awaiting successful adopters of this recent vivacious phenomenon. In the end, no one really talked much about current adoptions or applications of social media. It appears that we are all at the forefront of this emerging phenomenon, trying to wrap our collective arms around this trend, grasping at opportunities to leverage social media. The group is still searching for the buried treasure map leading to utopia. For the time being, the green pastures remain obscured by clouds of mystery.

### Security (November 2009)

The purpose of this ITEE meeting was to share experiences with security so that breaches do not occur, and breaches (if they do occur) do not severely influence the firm. The two frontiers of "black hat" and "white hat" hacking collided in the Taylor Institute as participants listened attentively to Ken Stasiak, founder of Secure State, as he conveyed intriguing stories about both sides of this mysterious profession. It seems as though hackers used to mainly break into systems and steal credit card numbers and personal information for the hacker's individual use. Today, hacking can provide data that is extremely profitable to sell. Most breaches today still involve the procurement of credit card or personal identification. In order to become a hacking target, a firm must possess something the hacker wants. When initially assessing a client's threat level, Ken Stasiak asks the firm the type of data it is holding. Today, foreigners also hack US companies attempting to gain usable information. Every quarter at NASA Lewis there is a sting operation involving hackers' attempts to break into NASA's system to procure information and sell it overseas.

### Managing IT Innovation (January 2010)

This session of ITEE addressed how companies are using IT to encourage innovation in their organizations. Are innovations brought to the business from the IT side, or does the business side tell IT what to do? How do firms ensure that they are not missing important new technologies? Who is responsible for defining the benefits that are supposed to come from the innovations, and who follows up to make sure they are realized? In many organizations IT leadership has fallen down with regard to its capacity to drive the business. IT tends to stay out of the business instead of identifying exploitable opportunities. IT needs integration and understanding of the business to see opportunities. However, IT would rather have the business come to them. According to a recent Info World magazine article, a new paradigm shift is taking place. Formally, the concept of customer service involved letting the customer come to you and then giving the customer what they want. This concept is not right for IT. Instead, IT needs to be much more involved and proactive in its position in the company.

### Learning From Our Best and Worst IT Practices (March 2010)

Every IT organization has some IT processes that they are particularly proud of, and others they would like to (relatively speaking) sweep under the carpet. In this session, ITEE members shared their best and worst IT practices to enlighten, inform, assist, and amuse the participants. This session discussed company's best and worst practices in order to benchmark performance, gain fresh insights and avoid pitfalls. In addition, this session discussed issues such as how to identify best practices and examples of bad processes.

### ITIL and COBIT (May 2010)

This session of the IT Executive Exchange addressed how companies are implementing Information Technology Infrastructure Library (ITIL) and Control Objectives for Information Technology (COBIT) frameworks. Gus Ahlborn and Bill Murray from Westfield Insurance Company seeded the discussion with introductory remarks, and addressed questions such as: How does an IT organization go about adopting and integrating ITIL and COBIT? How are they different? Is it expensive? What are the challenges and benefits of implementing both?

Check [http://www3.uakron.edu/cite/IT Executive Exchange.htm](http://www3.uakron.edu/cite/IT_Executive_Exchange.htm) for detailed summaries.

## Scholarships

CITE is proud to offer seven scholarships for current and incoming students ranging in value from \$500-\$2000. Scholarships require a 3.0 GPA as well as a degree focus in Information Systems or eBusiness.

### Scholarship Recipients:

<b>Samantha Kromer</b>	<b>\$1000</b>	<b>Anthony Jakab</b>	<b>\$500</b>
<b>Molly Cuenot</b>	<b>\$750</b>	<b>Steven Menyes</b>	<b>\$500</b>
<b>Sara Mitzel</b>	<b>\$750</b>	<b>Valerie Young</b>	<b>\$500</b>
<b>Benjamin Tulak</b>	<b>\$750</b>		

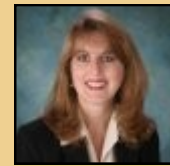
## New Board Members



**Darren Hudach**  
 Director, Global Software and NA  
 Technical Support  
*PerkinElmer, Inc*



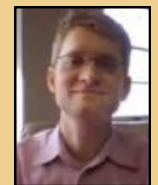
**Orysia D'Aurelio**  
 Managing Director  
*Comsys, Inc.*



**Sandra Rapp**  
 CIO  
*OE Connection*



**Dr. Sasi Pillay**  
 CIO  
*NASA Glenn Research Center*



**Greg Cordray**  
 President  
*Keystone Technologies*

## Mentoring

The Mentoring Program is designed to assist in the development of mentoring relationships between business professionals and students. The program aims to assist students in developing networking skills and increase their comfort levels when interacting with business professionals, and in turn increase connections between students and the area business professionals.

<u>Mentor</u>	<u>Company</u>	<u>Mentee</u>
Doug Wenger	Omnova Solutions, Inc	Swati Bauka
Bob Mau	Medical Mutual	Bryan Clem
Scott Jobe	VMware, Inc.	Siddharth Chhawchharia
Orysia D'Aurielo	Comsys, Inc	Manik Dhawan
Chris O'Neil	Emerald Consulting	Allison Johnson
Darren Hudach	PerkinElmer, Inc	Tracy Pratt

## Society for Information Technology & eBusiness (SITE)

The Society for Information Technology and eBusiness (SITE) is a student organization sponsored by CITE. The purpose of SITE at The University of Akron is to prepare students for the Information Technology industry by creating and providing opportunities for networking, hands on out-of-classroom experiences, knowledge sharing, and an overall insight into the field. The year began slowly due to organizational complications but the group was able to push forward and is actively working on recruiting new members through many channels.



In the spring semester, SITE teamed up with the Supply Chain Student Organization for a volunteering trip to the Akron-Canton Foodbank as well as the ACM group to help with the first annual IT Day. SITE also hosted their first guest speaker, Sherri Hrusovski, from the Career Center. Sherri gave the group good insight into what services the Career Center provides and inspired several members to arrange appointments.

### First Annual IT Day

On April 22, 2010, The University of Akron held its first annual Information Technology (IT) Day. Students from the College of Business Administration (IS) program along with students from the Computer Science program showed off their skills by presenting concepts advancing the frontiers of Information Technology. Keynote speakers

for the event were Dr. Sasi Pillay, Dave Kevnick, and Bruce Cady.

CITe is pleased to announce Manik Dhawan as the First Place winner! Manik is a former CBA student who recently entered a full-time position at the Sherwin-Williams Corporation.



### Technology Forum

The University of Akron’s Center for Career Management along with the Buchtel College of Arts & Sciences, the College of Business Administration, College of Creative and Professional Arts, College of Engineering, and Summit College held its 3rd Technology Forum at the UA Student Union on Thursday, October 1, 2009 from 5:30 PM – 8:00 PM. Twenty one companies registered and over 60 UA students were in attendance for the event. The forum consisted of two sessions. First session included a panel of alumni from the Technology field.

These individuals discussed and shared their experiences as employment seekers, co-ops/interns, and full time employees. The second session entailed a meet and greet session where students and employees were able to network with one another. This forum was open to current students and alumni in the field of Information Technology, and student prospects who are interested in learning more about the field.



### Hyland Software Visit

February 16, 2010 was a cold, snowy day, experienced by the University of Akron, turned bright and sunny as Kathy Vegh, of Hyland Software greeted our group and provided an exciting tour and warm hospitality. The day began with an engaging presentation that carried over into an exceptional tour that climaxed in a slide down the Silver Bullet. After the tour, Kathy brought down several employees from QA to take individual students back to the employees work area for the shadowing. During the shadowing, students received a practical insight into the daily activities of the employees and some of the tasks and challenges of

the job. After shadowing, Hyland treated the group to a pizza lunch where students and employees interacted on an informal basis. Everyone on the trip, as well as the Hyland bunch, enjoyed the interactions, camaraderie, and experience and we look forward to our next event!



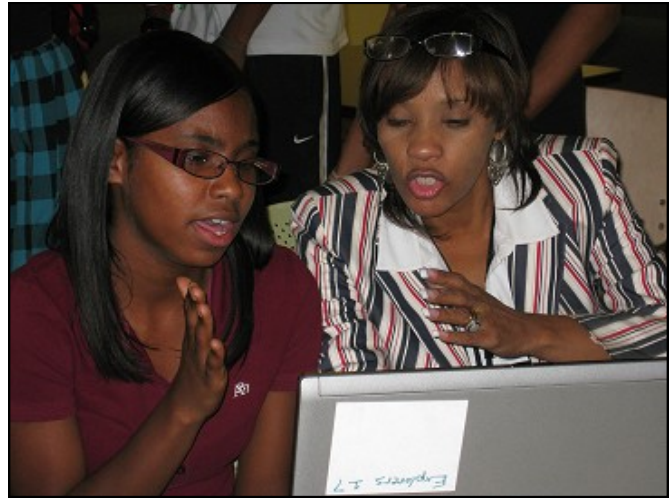
## The Year in Pictures



## First Annual IT Career Camp

CITe in conjunction with Project Grad Akron provided a dynamic and enjoyable educational opportunity for Buchtel High School students called IT Career Camp held during the week of June 7-11. The week-long summer camp program provided students with a glimpse into the exciting world of information technology. The students participated in a robot building, programming, and racing competition provided by NASA. The second day of the program encompassed discussions about computer hacking and viruses, conducted by Professor William McHenry from The University of Akron and Tom Headman of Antares, followed by an outstanding afternoon field trip to the Smuckers Corporation where the students learned about business processes by outlining the steps involved in making a peanut butter and jelly sandwich. The third day of the program began with a hands-on demo provided by Microsoft Corporation regarding the new Photosynth program used in making panoramic photos. The students took pictures around campus and

then created panoramic photos using this exciting and innovative new tool. Later, Scott Jobe from VMWare provided the students a hands-on opportunity to create a GMail account, utilize Google Docs, create RSS links, and start a DropBox account. The fourth day of the program encompassed a demonstration on how to build a web page followed by an IT careers discussion led by Anthony Jakab, a former student. A presentation on Microsoft's new tabletop computing platform called Surface was next on the agenda. Later, the students visited the Akron Business Accelerator and enjoyed presentations by Knotice and Summit Data Systems. The students were able to interact with the staff of both firms and pose questions. The final day of the program consisted of the students developing a power point to be used in an afternoon presentation to the CITe board and a discussion about social media conducted by Susan Burton Lowry of Square One Consulting.



After the student presentations to the CITe board, the students received the laptop computers that they used throughout the week as gifts for their participation in the program. Initial shock and disbelief among the students gave way to tears of joy and celebration as the students absorbed the magnitude of the gift. IT Career Camp was an outstanding week-long event sure to provide lasting memories for all participants and staff.

## Students Prepare for a Global Economy

The third study abroad trip to India was a successful integration of business and cultural experiences. Four graduate and undergraduate business students participated in the program during August 2010 and traveled to Delhi, Jaipur, Agra, Bangalore, and Mysore. During the trip, students visited a number of companies including Timken, Infosys, EFD Induction, Maini Material Movement, and Hindustan Computer Limited. Students also attended several lectures from executives from multinational companies on topics such as Indian management styles, Management and IT education in India, and Indian culture and society. The goal of this program was to give students a close up look at the global economy in action and provide them with international experience and new perspective on the culture and business practices.



### 5 Day Schedule at Xavier Institute of Management & Entrepreneurship (XIME), Bangalore

Day 1	Day 2	Day 3	Day 4	Day 5
Welcome & Introduction	<b>Lecture:</b> Indian Economic Scene Prof. C.P Ravindranathan	<b>Lecture:</b> Indian Manufacturing Industry Mr. Naresh Palta CEO, Maini Global Aerospace	<b>Lecture:</b> Doing Business in India Mr. Hubert Reilard, CEO, EFD Induction Ltd.	Drive to Mysore (100 miles from Bangalore)
<b>Lecture:</b> Management Education in India Prof. Philip	<b>Lecture:</b> India's Search for Inclusive Growth Prof. Naseer M. Jaffer	<b>Lecture:</b> Trends in Indian MNC's Prof. Bosco W. Caldeira,	<b>Lecture:</b> Succeeding in working with Business Partners in India Mr. Rajagopal Kishore, VP, HCL	<b>Company Visit:</b> Infosys Leadership Centre, Mysore
<b>Lecture:</b> HR Scenarios in India Prof. Atish Dasgupta	<b>Lecture:</b> Indian Society & Culture Prof. S.G Iyengar	<b>Lecture:</b> Trends in Infrastructure Development in India Mr. Sarosh J. Ghandy, Former Chairman, XIME	<b>Company Visit:</b> Infosys Corporate Office, Bangalore	<b>Company Visit:</b> Infosys Leadership Centre, Mysore
<b>Company Visit:</b> Hindustan Computers Limited (HCL)	<b>Company Visit:</b> TIMKEN, India	<b>Company Visit:</b> Maini Material Movement	<b>Company Visit:</b> EFD Induction Ltd.	



**Board of Advisors**

Ron Angelo	Aircraft Braking Systems
Mark Ansboury	OneCommunity
Tom Aumiller	Technology4Biz
Daniel Axe	Flexsys America, LP
Gary L. Baney	Boundless Flight
John B. Broerman	A. Schulman
Whitt Butler, CPA	Ernst & Young LLP
Anita Campbell	Anita Campbell Associates
Greg Cordray	Keystone Technologies
Orysia D’Aurelio	Comsys, Inc
Dan Dugan	Cisco
Bill Fillion	Hyland Software
Chris Fuss	OE Connection
Aaron Geh	Karcher Group
Richard Hawkins	The Timken Company
Darren Hudach	PerkinElmer, Inc
David Hutnyan	Keithley Instruments
Scott Jobe	Champion Solutions Group
Donald Kasper	MK2 Technologies, LLC
Louis J. LaGuardia	Repros Inc.
David Lavanty	BMC Software
Susan Lowry	DigiKnow
Robert Mau	Medical Mutual
George K. Mehok	Revol
Daniel Miller	GBS Corp.
Larry Minor	Virtual Hold Technology
Fred Morey	Sarcom
Brad Nellis	NEOSA
Christopher O’Neil	Emerald Consulting Group
Timothy Perdion	The Goodyear Tire & Rubber
Sasi Pillay	NASA Glenn Research Center
Sandra Rapp	LinguistaLogix
John Russell	The J.M. Smucker Co.
James Sage	The University of Akron
Steve Tien	Westfield Group
Doug Wenger	Omnova Solutions Inc.
Michael White	InfoCision Corp.
Charles Wierzbicki	Saint-Gobain Corporation
Maciej Zawadzki JD	Urbanocode

**University IT/IS Faculty**

- Dr. Ravi Krovi
- Dr. B. S. Vijayaraman
- Dr. Liping Liu
- Dr. William McHenry
- Dr. Christy Crute
- Mr. Gary Snyder

**Summer Research Grants**

This summer CITE awarded three research grants to CBA full-time faculty to promote inter-disciplinary research and course development related to the discipline of Information Systems (IS) and Information Technology (IT) and to encourage collaboration across different departments and faculty in the College of Business Administration. CITE would like to congratulate the grant recipients!



**Dr. Asoke Dey, Department of Management**

*A Longitudinal Model of Innovation Implementation:  
Using Computerized Physician Order Entry Systems*



**Dr. Naveen Jain, Department of Marketing**

*Personality, Knowledge Transfer, and Team Performance: How team personality impacts intra-team knowledge transfer and team performance of vendor software companies in outsourcing industry*



**Dr. Mahesh Srinivasan, Department of Management**

*A Study of Information Technology Adoption within the Logistics and Supply Chain framework*

**Project Management Training**

CITE conducted PM training for The University of Akron’s Information Technology services department during January - March, 2010. Thirty two members of the IT Services department participated in the training. The training was conducted by 8 CBA faculty members. The eight session series (3 hours per session) was designed to provide a complete overview of Project Management Body of Knowledge (PMBOK). The goal was to give the participants foundation to become Certified Associate in Project Management (CAPM) or Project Management Professional (PMP). The training session concluded with a presentation by Colby Richart (Diebold) on requirements for PMP certification and a panel discussion by CITE advisory board members – Chris O’Neil, Darren Hudach, Sasi Kumar Pillay, and Susan Burton Lowry.

**RITE**

The Regional Information Technology Engagement Board (RITE) invited IS/IT program coordinators from several local universities to present information on IS/IT programs & IS/IT student enrollment in those programs. They also wanted to hear some of the challenges the universities are facing regarding enrollment, internships, and placement. The meeting was held on February 9, 2010 at Eaton Corporation. RITE board was formed during the Summer of 2009 and is made up of CIO’s from local companies. The goals of RITE board are: create an industry network that interacts with higher education, develop and retain highly qualified and skilled IT workforce, and promote IT careers.

**Networking at Fleming’s**

The CITE networking event was held on January 21 from 6:00-8:00 pm at Fleming’s Steakhouse in Akron. This event was attended by more than 25 CITE board members and guests.