

Spring 1997: The Value of Information Systems

Speakers:

Ephraim R. McLean, George E. Emith Eminent Scholar's Chair in Information Systems,
Georgia State University

John Andrews, Chief Information Officer & President of CSX Technologies

Synopsis

Business Week reports that the United States spent one trillion dollars on information technology during the last decade. Were these expenditures worthwhile? Have companies received corresponding benefits? Has increased spending produced increased business results? If so, what are they? Or are we trapped in a "productivity paradox" where a decade of spending on information technology has not produced corresponding gains in productivity.

Professor McLean's presentation will address this productivity paradox and will attempt to resolve it. The dimensions of "value" will be explored and a ten-step analysis of investments in information technology will be presented. An active give-and-take with the audience will be encouraged.

John Andrews will present the CIO's perspective on the value of information systems. More specifically, he will describe how Investment decisions are made at CSX and the corresponding expectations for return on investment.