The Expert's Opinion

Donald A. Marchand is dean of the School of Information Studies, Syracuse University—one of the leading university centers in the United States for interdisciplinary research and teaching in information management, information technology and information and communications policy in business, government, libraries, and education. In addition, he is a professor of information studies and an internationally known researcher, teacher, lecturer and consultant on information resources management and the strategic uses and impacts of information technology in business and government.

Interview conducted by Mehdi Khosrowpour

IRMJ: What is your assessment of the role of information resources in corporate growth and success?
Marchand: It is evolving very quickly into an area that is going to impact every other functional area of the firm. Information management is an activity that’s interconnected to research and development, manufacturing, distribution, marketing, sales, and business planning, and as a result it will become a significant priority within each functional area.

IRMJ: What do you find to be the organizational problems in management of information resources?
Marchand: I think the biggest problem is addressing the key strategic decisions about how the information resources and technologies are supporting the mission of the organization. Whether you are a government agency or a private corporation, the issues of how you organize, how you plan, how you procure the necessary resources, and how you invest in this area, are critical to the significance that information resources will have for the business. In many organizations, managers and IS executives are not really prepared to deal with the broad ramifications of answers to strategic questions. In many other organizations, people...
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