

2008 International Conference on

INFORMATION RESOURCES MANAGEMENT

[Conf-IRM]

May 18-20, 2008

Sheraton Fallsview
Hotel & Conference Centre

6755 Fallsview Boulevard
Niagara Falls,
Ontario, Canada



Conference Theme: Information Resources Management in the Digital Economy

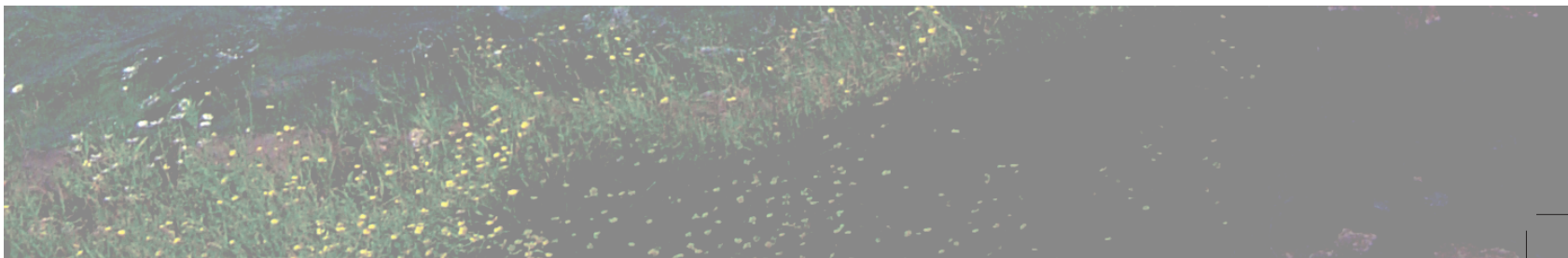


An affiliated conference of the Association for Information Systems



Sponsored by:

Sprott School of Business, Carleton University, Canada
Odette School of Business, University of Windsor, Canada
IGI-Global





Wellington Hepburn, an Odette MBA student advises a student in the Odette BComm program.

The Odette MBA Focuses on Dynamic Management

Understanding the different skills required to launch a product, manage it through growth and revitalize it in a mature market

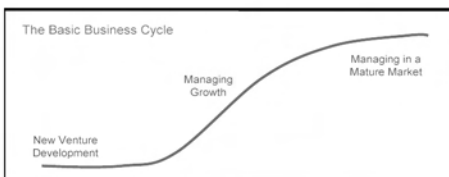
A DEMANDING SCHEDULE

You will be taking two classes every day – Monday to Friday. You will be brought up to speed on business fundamentals, and move quickly into three context-based modules that focus on the core stages of the basic business cycle:

new product/market launch, managing in growth markets and managing in mature markets. A final module at the end of the degree will allow you to specialize.

At the same time, you will be working with a company on projects that match the new/growth/mature market structure of the classes. What you learn in class will be directly relevant to the company projects. These team-based projects are real. Your team will be assigned an office/conference room. You will have deadlines. You will interact with corporate managers

and executives. You will produce written reports and presentations that respond to the needs of your partner company.



MBA

www.odette.uwindsor.ca



1988 - 2008

20
YEARS OF
EXCELLENCE
IGI Global

Information Science

REFERENCE

(formerly Idea Group Reference)

New and Forthcoming Releases

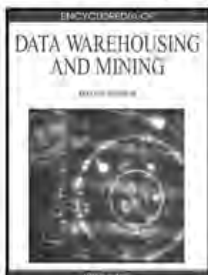
from Information Science Reference

**Free access to the online version
when your library purchases a print copy!**



Encyclopedia of Artificial Intelligence (3-volumes)

Juan Ramón Rabuñal Dopico, Julián Dorado de la Calle, and Alejandro Pazos Sierra, University of A Coruña, Spain
ISBN: 978-1-59904-849-9
1,621 pp; June 2008
US \$965.00 (hardcover + online access)
Pre-Pub Price**: US \$905.00
Online Access Only*: US \$895.00



Encyclopedia of Data Warehousing and Mining, Second Edition (4-volumes)

John Wang, Wayne State University, USA
ISBN: 978-1-60566-010-3
2,396 pp; August 2008
US \$1,195.00 (hardcover + online access)
Pre-Pub Price**: US \$1,155.00
Online Access Only*: US \$1,135.00



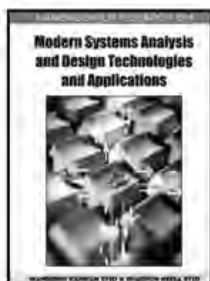
Encyclopedia of Healthcare Information Systems (3-volumes)

Nilmini Wickramasinghe and Eliezer Geisler, Illinois Institute of Tech., USA
ISBN: 978-1-59904-889-5
1,548 pp; June 2008
US \$995.00 (hardcover + online access)
Pre-Pub Price**: US \$945.00
Online Access Only*: US \$925.00



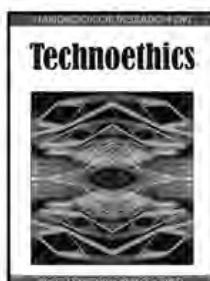
Encyclopedia of Multimedia Technology and Networking, Second Edition (3-volumes)

Margherita Pagani, Bocconi University, Italy
ISBN: 978-1-60566-014-1
1,629 pp; August 2008
US \$965.00 (hardcover + online access)
Pre-Pub Price**: US \$935.00
Online Access Only*: US \$915.00



Handbook of Research on Modern Systems Analysis and Design Technologies and Applications

Mahbubur Rahman Syed and Sharifun Nessa Syed, Minnesota State Univ., Mankato, USA
ISBN: 978-1-59904-887-1, 601 pp; June 2008
US \$265.00 (hardcover + online access)
Pre-Pub Price**: US \$235.00
Online Access Only*: US \$215.00



Handbook of Research on Technoethics (2-volumes)

Rocci Luppigini and Rebecca Adell, University of Ottawa, Canada
ISBN: 978-1-60566-022-6
462 pp; August 2008
US \$495.00 (hardcover + online access)
Pre-Pub Price**: US \$465.00
Online Access Only*: US \$445.00



Encyclopedia of Information Communication Technology (2-volumes)

Antonio Cartelli and Marco Palma, University of Cassino, Italy
ISBN: 978-1-59904-845-1
873 pp; June 2008
US \$565.00 (hardcover + online access)
Pre-Pub Price**: US \$525.00
Online Access Only*: US \$505.00



Handbook of Research on Effective Electronic Gaming in Education (3-volumes)

Richard E. Ferdig, University of Florida, USA
ISBN: 978-1-59904-808-6
1,556 pp; July 2008
US \$695.00 (hardcover + online access)
Pre-Pub Price**: US \$665.00
Online Access Only*: US \$645.00



Encyclopedia of Human Resources Information Systems: Challenges in e-HRM (2-volumes)

Teresa Torres-Coronas and Mario Arias-Oliva, Universitat Rovira i Virgili, Catalonia
ISBN: 978-1-59904-883-3
991 pp; June 2008
US \$595.00 (hardcover + online access)
Pre-Pub Price**: US \$545.00
Online Access Only*: US \$525.00



Handbook of Research on Information Security and Assurance

Jatinder N. D. Gupta, University of Alabama, USA, and Sushil K. Sharma, Ball State University, USA
ISBN: 978-1-59904-855-0
619 pp; August 2008
US \$265.00 (hardcover + online access)
Pre-Pub Price**: US \$235.00
Online Access Only*: US \$215.00



Encyclopedia of Decision Making and Decision Support Technologies (2-volumes)

Frédéric Adam, University College Cork, Ireland, and Patrick Humphreys, London School of Economics and Political Science, UK
ISBN: 978-1-59904-843-7
1,064 pp; April 2008
US \$565.00 (hardcover + online access)
Pre-Pub Price**: US \$525.00
Online Access Only*: US \$505.00



Handbook of Research on Learning Design and Learning Objects: Issues, Applications and Technologies (2-volumes)

Lori Lockyer, Sue Bennett, Shirley Agostinho, and Barry Harper, University of Wollongong, Australia
ISBN: 978-1-59904-861-1, 904 pp; June 2008
US \$495.00 (hardcover + online access)
Pre-Pub Price**: US \$455.00
Online Access Only*: US \$435.00

*Online access available to institutions only and is good for life of edition. ** Pre-pub price is good through one month after publication.

See more titles from Information Science Reference at www.info-sci-ref.com

IGI Global, 701 E. Chocolate Ave., Suite 200, Hershey PA 17033, USA, 1-866-342-6657 (toll free), 717-533-8845 x100, cust@igi-global.com



The Knowledge to Compete

At the Sprott School of Business we believe in the importance of a balance between theory and practice, and the application of integrated knowledge to effectively deal with the complex issues faced by business managers in the global economy. Working in partnership with businesses and institutions, we provide a state-of-the-art environment for the development and education of business leaders through student success-focused innovative programs and leading-edge research.

Known for award-winning faculty and a research-intensive environment, Sprott is a full-service business school that equips our students with the knowledge to compete, manage and lead now and in the future. We offer:

- one of Canada's largest multidisciplinary business PhD programs;
- an exciting MBA for professionals with concentrations in financial management, international business, management and change, and technology management;
- a Bachelor of Commerce with seven concentrations and co-op option;
- a unique Bachelor of International Business with intensive language training, concentrations and third year study abroad; and
- a wide range of professional programs.

Sprott is located in Canada's capital and actively reaches out to link our students with managers and leaders in the federal government, NGO's, research and industry organizations, corporations, as well as Ottawa's high tech industry.

Learn more about the benefits of choosing Sprott.

Carleton University
Sprott
School
of Business

sprott.carleton.ca



Carleton
UNIVERSITY

Canada's Capital University