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PANEL 13 INTEGRATING AI AND MIS

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PANEL 13

INTEGRATING AI AND MIS

Panel Chair: Stephen A. Floyd, University of Alabama, Huntsville

Panelists: Charles W. Bachman, Bachman Information Systems, Inc.
John P. Birch, McCormack & Dodge
John P. Gallagher, Duke University
Elliot D. Weinman, Hanover Insurance
John S. Wurts, Symbolics, Inc.

Over the past several years, we have seen AI technologies emerge from research laboratories and universities for application to various industrial problems. Industry is now realizing that such technologies can provide significant productivity improvements and can often lead to competitive advantages. To accomplish such, however, this technology must be carefully and strategically integrated with mainstream corporate computing. As the market place experiences the first wave of AI tools, important questions are being raised. These questions relate to both technological and organizational issues and can be broadly categorized as hardware/software issues, information center issues, and overall organizational issues. Issues representative of those found in each of these categories are provided below.

Hardware/Software Issues

- The role of AI-workstations
- AI languages such as LISP and PROLOG versus procedural and other object-oriented languages
- The role of development shells

Information Center Issues

- Knowledge engineering versus systems analysis
- Centralization versus decentralization of the AI effort
- The relationship between AI and CASE technologies
- AI and end-user computing
- The role of embedded intelligence
- Training MIS personnel and/or hiring expertise
- Applying the technology and/or having an in-house AI R&D effort

Organizational Issues

- AI and strategic planning
- New technology integration strategies
- Capturing corporate knowledge

The panel session will provide attendees an opportunity to interact with those developing and implementing the first-wave of AI technologies. It is our intent to offer a panel session which will help answer the more pressing integration questions and perhaps raise some new ones. It is our hope that such discourse will help to more effectively direct future research and in turn will shape new technologies.

The distinguished group of panel members represents a broad range of experience. Charles Bachman, a Distinguished Fellow of the British Computer Society and a former Turing award recipient, has some thirty years of IS experience. He has earned international respect from industry and academia as an innovator and contributor to the IS field and continues to do pioneering work with cutting-edge technologies. John Birch has over twenty years of IS experience and currently serves as Corporate Vice President and Chief Technical Officer for McCormack & Dodge. John has extensive experience in long-range product R&D and in the application of new technologies. He is a frequent conference speaker on topics relating to the implementation of expert systems applications. John Gallagher, Director of Computing at Duke University's Fuqua School of Business, recently authored the book *Knowledge Based Systems for Business: Integrating Expert Systems and MIS*. His book articulates the issues which will determine the impact of AI

technologies on management computing. He is a frequent national and international presenter on topics related to application of advanced IS technologies to managerial decision making. Eliot Weinman currently serves as Manager of the Knowledge Based Systems Group for Hanover Insurance Companies, where he is responsible for corporate-wide planning and implementation of knowledge based systems. Eliot is founder and current president of SIG-AI for the DPMA and publishes and guest lectures on the management of knowledge based systems development. Jay Wurts, Chairman and CEO of Symbolics, Inc., has some twenty years of experience as an entrepreneur in the fields of DSS and other cutting-edge IS technologies. In his current position as CEO of Symbolics, a premier artificial intelligence hardware and software company, Jay has a major interest in AI/MIS integration issues.