

# Managing The Information Technology Resource By Jerry N Luftman

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*Information Technology for Management* - Efraim Turban 2013-01-14

This text is an unbound, binder-ready edition. Information Technology for Management by Turban, Volonino Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 9th ed continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology. The book prepares students for professional careers in a rapidly changing and competitive environment by demonstrating the connection between IT concepts and practice more clearly than any other textbook on the market today. Each chapter contains numerous case studies and real world examples illustrating how businesses increase productivity, improve efficiency, enhance communication and collaboration, and gain competitive advantages through the use of Information Technologies.

Managing the Information Technology Resource - Jerry N. Luftman 2004

This text is aimed at the Capstone Course in graduate Management Information Systems. This text prepares students for the challenge of integrating the technology resource. In order to understand the industry today, one must understand the ways companies align, partner, and communicate through technology to grow their business. Managing the Information Technology Resource presents a set of powerful tools to ensure students' understanding of the strategies, tactics, and operational endeavors CIO's employ to assimilate technologies across the firm.

**Managing Customer Relationships** - Don Peppers 2004-04-28

In today's competitive marketplace, customer relationship management is critical to a company's profitability and long-term success. To become more customer focused, skilled managers, IT professionals and marketing executives must understand how to build profitable relationships with each customer and to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value of the customer base. The goal is to build long-term relationships with customers and generate increased customer loyalty and higher margins. In *Managing Customer Relationships*, Don Peppers and Martha Rogers, credited with founding the customer-relationship revolution in 1993 when they invented the term "one-to-one marketing," provide the definitive overview of what it takes to keep customers coming back for years to come. Presenting a comprehensive framework for customer relationship management, *Managing Customer Relationships*

provides CEOs, CFOs, CIOs, CMOs, privacy officers, human resources managers, marketing executives, sales teams, distribution managers, professors, and students with a logical overview of the background, the methodology, and the particulars of managing customer relationships for competitive advantage. Here, renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for, including a complete overview of the background and history of the subject, relationship theory, IDIC (Identify-Differentiate-Interact-Customize) methodology, metrics, data management, customer management, company organization, channel issues, and the store of the future. One of the first books designed to develop an understanding of the pedagogy of managing customer relationships, with an emphasis on customer strategies and building customer value, *Managing Customer Relationships* features: Pioneering theories and principles of individualized customer relationships An overview of relationship theory Contributions from such revolutionary leaders as Philip Kotler, Esther Dyson, Geoffrey Moore, and Seth Godin Guidelines for identifying customers and differentiating them by value and need Tips for using the tools of interactivity and customization to build learning relationships Coverage of the importance of privacy and customer feedback Advice for measuring the success of customer-based initiatives The future and evolution of retailing An appendix that examines the qualities needed in a firm's customer relationship leaders, and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions The techniques in *Managing Customer Relationships* can help any company sharpen its competitive advantage.

Information Technology Strategy and Management: Best Practices - Chew, Eng K. 2009-01-31

Describes the principles and methodologies for crafting and executing a successful business-aligned IT strategy to provide businesses with value delivery.

**Challenges of Information Technology Management in the 21st Century** - Information Resources Management Association. International Conference 2000

As the 21st century begins, we are faced with opportunities and challenges of available technology as well as pressured to create strategic and tactical plans for future technology. Worldwide, IT professionals are sharing and trading concepts and ideas for effective IT management, and this co-operation is what leads to solid IT management practices. This volume is a collection of papers that present IT management perspectives from professionals around the world. The papers seek to offer new ideas, refine old ones, and pose interesting scenarios to help

the reader develop company-sensitive management strategies.

**Managing Information Technology Resources** - Jerry N. Luftman 2012

Managing IT Human Resources - Jerry N. Luftman 2011

"This book provides a comprehensive presentation of current and emerging perspectives focusing on all aspects of managing IT HR from the view of both practitioners and academics located around the globe"--Provided by publisher.

**Planning for Information Systems** - William R. King 2015-03-12

Edited by one of the best-known and most widely respected figures in the field, "Planning for Information Systems" is a comprehensive, single source overview of the myriad ideas and processes that are identified with IS planning. While many chapters deal with high level strategic planning, the book gives equal attention to on-the-ground planning issues. Part I, 'Key Concepts of IS Planning', focuses on how IS planning has evolved over the years; business-IS strategic alignment; and the role of dynamic organizational capabilities in leveraging IS competencies. Part II, 'The Organizational IS Planning Process,' describes IS planning in terms of critical success factors and includes a knowledge-based view of IS planning; a practical assessment of strategic alignment; the IT budgeting process; the search for an optimal level of IS strategic planning; and the role of organizational learning in IS planning. Part III, 'IS Investment Planning', deals with predicting the value that an IS project may have; a 'rational expectations' approach to assessing project payoffs; assessing the social costs and benefits of projects; an options-based approach to managing project risks; planning for project teams; and the moderating effects of coordinated planning. Part IV, 'Goals and Outcomes of IS Planning', considers information strategy as a goal and/or outcome of IS planning; IT infrastructure as a goal or outcome; competitive advantage as a goal or outcome; e-process partnership chains; and planning successful Internet-based projects.

Competing in the Information Age - Jerry N. Luftman 2003

This edition synthesizes recent work on ICT for managers, with themes that focus on the continuous transformation in business, the adoption of information intensive management practices, the improvement of information processing, & the alignment of business strategy & information technology strategy.

**Implementing IT Governance - A Practical Guide to Global Best Practices in IT Management** - Gad J. Selig 2008-04-12

The issues, opportunities and challenges of aligning information technology more closely with an organization and effectively governing an organization's Information Technology (IT) investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management in enterprises on a global basis. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate, invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations. Much has been written and documented about the individual components of IT Governance such as strategic planning, demand (portfolio investment) management, program and project management, IT service management and delivery, strategic sourcing and outsourcing, performance management and metrics, like the balanced scorecard, compliance and others. Much less has been written about a comprehensive and integrated IT/Business Alignment, Planning, Execution and Governance approach. This new title fills that need in the marketplace and gives readers a structured

and practical solutions using the best of the best principles available today. The book is divided into nine chapters, which cover the three critical pillars necessary to develop, execute and sustain a robust and effective IT governance environment - leadership and proactive people and change agents, flexible and scalable processes and enabling technology. Each of the chapters also covers one or more of the following action oriented topics: demand management and alignment (the why and what of IT strategic planning, portfolio investment management, decision authority, etc.); execution management (includes the how - Program/Project Management, IT Service Management with IT Infrastructure Library (ITIL) and Strategic Sourcing and outsourcing); performance, risk and contingency management (e.g. includes COBIT, the balanced scorecard and other metrics and controls); and leadership, teams and people skills.

*Transforming the Organization* - Howard W. Oden 1999

Annotation A clear, immediately useful presentation of the radical changes that organizations must accomplish if they are to succeed in transforming themselves into world-class 21st-century competitors.

Social Media Marketing: A Strategic Approach - Debra Zahay 2022-01-01

Learn to market effectively using social media with the unique emphasis and best practices found only in SOCIAL MEDIA MARKETING: A STRATEGIC APPROACH, 3E. You learn how to create a strong personal brand that is invaluable at any stage of your career, as you master the social media techniques detailed throughout this popular book. Insightful discussions address both online and offline elements for creating a viable personal branding strategy. Expanded coverage of consumer behavior guides you in identifying with virtual communities and mastering visual storytelling. This edition delves deeper into using content marketing, while new chapters address managing today's digital marketing organization and using paid advertising and social media influencers. A step-by-step planning model leads you through creating an actual social media marketing plan. You also learn how to incorporate important branding strategies within your organization's overall integrated marketing communication approach. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

International Comparisons of Information Communication Technologies: Advancing Applications - Tan, Felix B. 2011-12-31

"This book offers perspectives on international information management with particular emphasis on the strategies for the implementation and application of information technology in developed and developing countries"--Provided by publisher.

**The IT Professional's Merger and Acquisition Handbook** - Dewey Ray 2012-11

**Strategic Alignment** - N Venkatraman 2018-10-15

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you for being an important part of keeping this knowledge alive and relevant.

*Alignment of Department of Defense Manpower, Resources, and Personnel Systems* - Harry Thie 2007

Documentation of an analysis to determine whether the Department of Defense manpower, resources, and personnel systems are aligned to meet military readiness and operational requirements effectively and efficiently.

*Cases on Information Technology: Lessons Learned, Volume 7* - Khosrow-Pour, D.B.A., Mehdi 2005-10-31

This volume is the latest addition to the Cases on Information Technology Series, a series which provides a collection of case studies focusing on IT implementation in organizations. The cases included in Cases on Information Technology: Lessons Learned, Volume 7 cover a variety of IT initiatives, including enterprise systems, wireless technologies, rebuilding operating systems after destruction, and implementation within non-profit organizations. Each case includes integral information regarding organizations working with IT, including key individuals involved, intelligent steps taken or perhaps overlooked, and the final project outcomes. This volume is useful to IT managers and researchers, as it describes various scenarios of IT implementation and also unfortunate downfalls. Using the real-life situations as facilitators for classroom discussion, professors and students will benefit as well from this collection of cases.

**Enterprise Governance of Information Technology** - Steven De Haes 2015-03-04

Featuring numerous case examples from companies around the world, this second edition integrates theoretical advances and empirical data with practical applications, including in-depth discussion on the COBIT 5 framework which can be used to build, measure and audit enterprise governance of IT approaches. At the forefront of the field, the authors of this volume draw from years of research and advising corporate clients to present a comprehensive resource on enterprise governance of IT (EGIT). Information technology (IT) has become a crucial enabler in the support, sustainability and growth of enterprises. Given this pervasive role of IT, a specific focus on EGIT has arisen over the last two decades, as an integral part of corporate governance. Going well beyond the implementation of a superior IT infrastructure, enterprise governance of IT is about defining and embedding processes and structures throughout the organization that enable boards and business and IT people to execute their responsibilities in support of business/IT alignment and value creation from their IT-enabled investments. Featuring a variety of elements, including executive summaries and sidebars, extensive references and questions and activities (with additional materials available on-line), this book will be an essential resource for professionals, researchers and students alike

*The Alignment Effect* - Faisal Hoque 2002

From reengineering to e-business, one factor stands out as the key differentiator between success and failure: clear alignment between business requirements and technology. This book presents a comprehensive roadmap and methodology for achieving that alignment--and maximizing ROI on any IT project.

*Innovative Technologies for Information Resources Management* - Mehdi Khosrow-Pour 2008

Discusses the implications of the usage of innovative technologies in the managerial and organizational aspects of information resource management.

**Managing Information Technology** - Carol V Brown 2015-10-08

For upper-level undergraduate and graduate level MIS courses. This MIS text gives students and active managers a thorough and practical guide to IT management

practices and issues."

*Information Orientation* - Donald A. Marchand 2002-06-27

This book presents a method of measuring effective information use, Information Orientation, which determines the degree to which companies implement and realize the synergies across: information behaviours and values; management practices; and IT practices.

*Strategies for Information Technology Governance* - Wim Van Grembergen 2004-01-01

The advent of the Information Society is marked by the explosive penetration of information technologies in all aspects of life and by a related fundamental transformation in every form of the organization. Researchers, business people and policy makers have recognized the importance of addressing technological, economic and social impacts in conjunction. For example, the rise and fall of the dot-com hype depended a lot on the strength of the business model, on the technological capabilities available to firms and on the readiness of the society and economy at large sustain a new breed of business activity. However, it is notoriously difficult to examine the cross-impacts of social, economic and technological aspects of the Information Society. This kind of work requires multidisciplinary work and collaboration on a wide range of skills. Social and Economic Transformation in the Digital Era addresses this challenge by assembling the latest thinking of leading researchers and policy makers. The book covers all key subject areas of the Information Society and presents innovative business models, case studies, normative theories and social explanations

*Innovations Through Information Technology* - Information Resources Management Association. International Conference 2004-01-01

Innovations Through Information Technology aims to provide a collection of unique perspectives on the issues surrounding the management of information technology in organizations around the world and the ways in which these issues are addressed. This valuable book is a compilation of features including the latest research in the area of IT utilization and management, in addition to being a valuable source in support of teaching and research agendas.

*Information Security and Ethics: Concepts, Methodologies, Tools, and Applications* - Nemati, Hamid 2007-09-30

Presents theories and models associated with information privacy and safeguard practices to help anchor and guide the development of technologies, standards, and best practices. Provides recent, comprehensive coverage of all issues related to information security and ethics, as well as the opportunities, future challenges, and emerging trends related to this subject.

*Competing in the Information Age* - Jerry N. Luftman 2003-09-04

Like the first edition, *Competing in the Information Age: Align in the Sand*, Second Edition, synthesizes for practicing managers the compelling, recent work in this area, with themes that focus on the continuous transformation in business, the adoption of information intensive management practices, the improvement of information processing, and the alignment of business strategy and information technology strategy. Information technology management is now considered a core competency among managers. Rapid advancements in technology, dynamic markets, and the changing business environment have created increased demand for professionals who can manage and deliver information systems. Information systems professionals, Chief Information Officers, Chief Knowledge Officers, as well as CFOs and CEOs, are required to lead and evolve information resources while partnering with corporate management. This book shows IT professionals how to help their organizations achieve success through alignment and deployment of business and IT

strategies.

*E-Commerce Operations Management* - Marc J Schniederjans 2013-09-20

This updated edition of the book blends in new e-commerce technologies. Mobile commerce (M-commerce) and use of cloud computing are offering a new set of challenges and opportunities for those individuals who know what they are and how they are related to e-commerce. Their use opens up new markets, expanding the need for larger operations, which in turn requires greater knowledge of the operations management subjects presented in this book. The book is focused on issues, concepts, philosophies, procedures, methodologies, and practices of running e-commerce operations. It connects the basic operations management activities undertaken by every organization (e.g., inventory management, scheduling, etc.) and translates their application into issues and problems faced in the field of e-commerce. The book also provides current research findings, strategies, and practices that can help students in the field of operations management run and improve their e-commerce operations. It covers most of the basic operations management activities and functions and has been designed for an upper-level undergraduate business, a graduate business or engineering management course on e-commerce operations management for university students. Students interested in e-commerce operations will find this book a valuable guide to the important aspects of starting up and running an e-commerce operation. They can learn from reading this book how supply chains, products and processes, human resources and purchasing functions can be supported and enhanced by the use of e-commerce. In addition, students can learn how to undertake forecasting and scheduling in e-commerce operations. Decision-makers and managers who have to reengineer e-commerce operations can also use this book as a guide to understanding e-commerce. The Instructor Manual and PowerPoint Slides for the book are available upon request for all instructors who adopt this book as a course text. Please send your request to sales@wspc.com.

*Information Systems and Management in Media and Entertainment Industries* - Artur Lugmayr 2017-01-03

This book defines an agenda for research in information management and systems for media and entertainment industries. It highlights their particular needs in production, distribution, and consumption. Chapters are written by practitioners and researchers from around the world, who examine business information management and systems in the larger context of media and entertainment industries. Human, management, technological, and content creation aspects are covered in order to provide a unique viewpoint. With great interdisciplinary scope, the book provides a roadmap of research challenges and a structured approach for future development across areas such as social media, eCommerce, and eBusiness. Chapters address the tremendous challenges in organization, leadership, customer behavior, and technology that face the entertainment and media industries every day, including the transformation of the analog media world into its digital counterpart. Professionals or researchers involved with IT systems management, information policies, technology development or content creation will find this book an essential resource. It is also a valuable tool for academics or advanced-level students studying digital media or information systems.

**ECKM2007-Proceedings of the 8th European Conference on Knowledge Management** - Dan Remenyi 2007

**Innovative Technologies for Information Resources Management** - Khosrow-Pour, D.B.A., Mehdi 2007-12-31

As information resource management becomes increasingly dependent on emerging technologies to combat its challenges and decipher its effective strategies, the demand builds for a critical mass of research in this area. Innovative Technologies for Information Resource Management brings together compelling content related to the continually emerging technologies in areas of information systems such as Web services, electronic commerce, distance learning, healthcare, business process management, and software development. Focusing on the implications innovative technologies have on the managerial and organizational aspects of information resource management, this book provides academicians and practitioners with a requisite and enlightening reference source.

**Integrated Performance Management** - Kurt Verweire 2004-12-23

Linking various disciplines and management functions, Integrated Performance Management provides the reader with a concrete framework to manage organizations successfully. The authors do not isolate a single strategy to manage performance. Instead, the book focuses on a range of strategies providing the reader with an introduction to each one. The concepts under analysis were developed through intense dialogue with business managers. While maintaining academic rigour, Integrated Performance Management presents ideas that students will find relevant outside of the classroom. Postgraduate and MBA students in a range of areas including strategy, accounting, finance, operations management, marketing, leadership and human resource management will find this book useful.

Competing in the Information Age - Jerry N. Luftman 1996

Synthesizes a body of research and theories relating to the way firms can undergo transformation in order to remain competitive in a changing business environment. This book includes the coordination and alignment of a firm's business strategy.

**Computing Handbook, Third Edition** - Heikki Topi 2014-05-14

Computing Handbook, Third Edition: Information Systems and Information Technology demonstrates the richness and breadth of the IS and IT disciplines. The second volume of this popular handbook explores their close links to the practice of using, managing, and developing IT-based solutions to advance the goals of modern organizational environments. Established leading experts and influential young researchers present introductions to the current status and future directions of research and give in-depth perspectives on the contributions of academic research to the practice of IS and IT development, use, and management. Like the first volume, this second volume describes what occurs in research laboratories, educational institutions, and public and private organizations to advance the effective development and use of computers and computing in today's world. Research-level survey articles provide deep insights into the computing discipline, enabling readers to understand the principles and practices that drive computing education, research, and development in the twenty-first century.

**INFORMATION SYSTEMS MANAGEMENT IN BUSINESS AND DEVELOPMENT ORGANIZATIONS** - HAREKRISHNA MISRA 2013-06-03

Management Information Systems (MIS) has fast emerged as a multi-disciplinary area having strategic interfaces to achieve organizational objectives. This comprehensive book discusses the underlying principles of business and development organizations, identifies their core areas and prescribes approaches to develop MIS. Divided into five parts, Part I—Understanding Organizations for MIS deals with organizational issues and focuses on the rationale behind creating organizations, especially business and development organizations, to understand their distinguishing features. Part II—Systems Approach to Organizations covers conceptualization, identification, design and development of Information System

(IS) for the organization in order to have better systems in place to support organizational goals. Part III—Understanding MIS discusses the relevance of MIS in organizations and the forms it can take to meet the strategic needs of the respective organizations. Part IV—Understanding Information Technologies describes possible approaches to plan, identify and deploy ICT in the acquiring organizations and provides insight into the barriers that creep in during identification and deployment of IS and ICT keeping in view the organizational objectives. Part V—Planning and Implementation of MIS concludes with a discussion on preparation of MIS plan and issues related to its implementation. The book is intended for the postgraduate students of management specializing in rural management and IT. Key Features • Describes life cycle approach and systems approach to organizations. • Contains a large number of case studies. • Provides real-life examples to put the concepts in the right perspective.

Management Information Systems - Kenneth C. Laudon 2004

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

**Strategic Information Technology** - Raymond Papp 2001-01-01

Managers and executives know the importance of integrating business strategy and IT strategy for competitive advantage. Strategic Information Technology: Opportunities for Competitive Advantage provides managers and students alike with an understanding and appreciation for the development of business and information technology strategies to yield competitive advantage.

**6th International Conference on Innovation and Entrepreneurship** - Dr. Denise A. D. Bedford 2018-03-05

These proceedings represent the work of researchers participating in the 6th International Conference on Innovation and Entrepreneurship (ICIE 2018) which is being co-hosted by Georgetown University and George Washington University and is being held at The University of the District of Columbia (UDC) on 5-6 March 2018.

*Implementing Effective IT Governance and IT Management* - Gad J. Selig 2015-02-01

This book is a revised edition of the best selling title Implementing IT Governance (ISBN 978 90 8753 119 5). For trainers free additional material of this book is available. This can be found under the "Training Material" tab. Log in with your trainer account to access the material. In all enterprises around the world, the issues, opportunities and challenges of aligning IT more closely with the organization and effectively governing an organization's IT investments, resources, major initiatives and superior uninterrupted service is becoming a major concern of the Board and executive management. An integrated and comprehensive approach to the alignment, planning, execution and governance of IT and its resources has become critical to more effectively align, integrate,

invest, measure, deploy, service and sustain the strategic and tactical direction and value proposition of IT in support of organizations. Much has been written and documented about the individual components of IT Governance such as strategic planning, demand management, program and project management, IT service management, strategic sourcing and outsourcing, performance management, metrics, compliance and others. Much less has been written about a comprehensive and integrated approach for IT/Business Alignment, Planning, Execution and Governance. This title fills that need in the marketplace and offers readers structured and practical solutions using the best of the best practices available today. The book is divided into two parts, which cover the three critical pillars necessary to develop, execute and sustain a robust and effective IT governance environment: - Leadership, people, organization and strategy, - IT governance, its major component processes and enabling technologies. Each of the chapters also covers one or more of the following action oriented topics: - the why and what of IT: strategic planning, portfolio investment management, decision authority, etc.; - the how of IT: Program/Project Management, IT Service Management (including ITIL); Strategic Sourcing and outsourcing; performance, risk and contingency management (including COBIT, the Balanced Scorecard etc.) and leadership, team management and professional competences.

**Human Resources Management: Concepts, Methodologies, Tools, and Applications** - Management Association, Information Resources 2012-05-31

Human resources management is essential for any workplace environment and is deemed most effective when a strategic focus is in place to ensure that people can facilitate that achievement of organizational goals. But, effective human resource management also contains an element of risk management for an organization which, as a minimum, ensures legislative compliance. Human Resources Management: Concepts, Methodologies, Tools, and Applications compiles the most sought after case studies, architectures, frameworks, methodologies, and research related to human resources management. Including over 100 chapters from professional, this three-volume collection presents an in-depth analysis on the fundamental aspects, tools and technologies, methods and design, applications, managerial impact, social/behavioral perspectives, critical issues, and emerging trends in the field, touching on effective and ineffective management practices when it comes to human resources. This multi-volume work is vital and highly accessible across the hybrid domain of business and management, essential for any library collection.

**Managing Information Technology Resources in Organizations in the Next Millennium** - Information Resources Management Association. International Conference 1999-01-01

Managing Information Technology Resources in Organizations in the Next Millennium contains more than 200 unique perspectives on numerous timely issues of managing information technology in organizations around the world. This book, featuring the latest research and applied IT practices, is a valuable source in support of teaching and research agendas.