



Friday, October 4, 2002

ATiB conference celebrates 5 years

Leaders from industry and academia will unite at Oakland University during the four-day **Managing Information Technologies Conference** Wednesday, Oct. 9, through Saturday, Oct. 12.

Sponsored by the **Applied Technology in Business (ATiB)**, the fifth annual conference features information sessions, panels and symposiums to discuss issues related to managing information technologies.

"We're excited about this year's conference," said Mohan Tanniru, ATiB program director. "We've expanded the conference from two to four days, so we can focus on specific industries and issues. We're offering information-packed sessions and a new one highlighting the unique issues entrepreneurs face."

ATiB, recently named Automation Alley's 2002 model education program, partners Oakland with businesses in the application of technology and learning. The program combines a rigorous education in business administration with hands-on training in information technology.

The conference also recognizes ATiB's fifth anniversary. ATiB graduates, sponsors, faculty and administration will celebrate this milestone at a gala dinner event on Thursday, Oct. 10.

Each day of the conference will focus on a specific industry and/or issue, including entrepreneurship, engineering, education, government, social sciences, general business topics and health care. Conference attendees include information technology professionals and academic researchers and instructors.

Keynote speakers are Burt Swanson, professor of information systems at UCLA, and Charles Weingart, director of service and parts for DaimlerChrysler.

The ATiB Awards for IS Excellence and Innovation will be presented to Peter Karmanos, chairman of the Board of Directors and chief executive officer of Compuware Corporation, and Warren McFarlan, senior associate dean of Harvard University, at a reception Friday, Oct. 11.

For more information about the conference, visit the **ATiB** Web site or contact Tanniru at (248) 370-4649 or tanniru@oakland.edu or Amber Hof, ATiB administrative assistant, at (248) 370-3284 alhof@oakland.edu.

SUMMARY

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