

JAMES C. WETHERBE

Robert Stevenson Chaired Professor of Information Technology
Rawls College of Business
Texas Tech University
jcwetherbe@aol.com

PROFESSIONAL SUMMARY

Ph.D. in Management Information Systems, Organizational Behavior and Computer Science with over 30 years experience in higher education and industry. Experience includes professorial and administrative positions at several universities and management, consulting, and technical positions in industry, academic and served as a consultant for a broad spectrum of private and public organizations. Rated as one of the top dozen consultants and lecturers on management and information technology by *Information Week*. First recipient of the *MIS Quarterly* Distinguished Scholar Award, widely published author of books and articles in leading journals. Have served on the Board of several major corporations.

POSITIONS HELD

TEXAS TECH UNIVERSITY Lubbock, Texas	•Stevenson Chaired Professor of Information Technology •Associate Dean for Research and Development •Director, Institute for Internet Buyer Behavior	2000-Present
UNIVERSITY OF MEMPHIS Memphis, Tennessee	•FedEx Professor of Excellence •Director, FedEx Center for Cycle Time Research •Interim Dean	1993 - 2000*
UNIVERSITY OF MINNESOTA Minneapolis, Minnesota	•Professor of MIS, Director of MISRC •Associate Professor of MIS, Director of MISRC	1980-2000*
CSC INDEX Boston, Massachusetts	•Director of Research •On leave from the University of Minnesota	1988 - 1989

*Served concurrently on Faculty of both universities

HOUSTON OIL/TENNECO Houston, Texas	•Director, Planning and Control/CIO •On leave from University of Houston	1978 - 1979
UNIVERSITY OF HOUSTON Houston, Texas	•Associate Professor of MIS •Associate Dean •Director Business Computing •Assistant Professor of MIS	1977 - 1980
IDAHO STATE UNIVERSITY Pocatello, Idaho	•Director, Computer Center •Assistant Professor of MIS	1974 - 1977
TEXAS TECH UNIVERSITY Lubbock, Texas	•Director, Research and Educational Computer Services	1973 - 1974
NCR, INC. Dayton, Ohio	•Account Manager •Computer Marketing Specialist	1971 - 1973
NEW MEXICO STATE UNIVERSITY Las Cruces, New Mexico	•Systems Analyst •Production Supervisor •Supervisor, Programming •Programmer	1968 - 1971
COMPUTING AND SOFTWARE, INC. Holloman Air force Base, New Mexico	•Data Controller/Programmer	1967 – 1968

EDUCATION

Ph.D. Management Information Systems, Organizational Behavior and Computer Science Management, Texas Tech University--Distinguished Alum 2006	1976
MBA Management Information Systems, Texas Tech University	1973
BBA Management/Systems Analysis, New Mexico State University Distinguished Alum 1991 and Hall Fame 2003	1971
AD Computer Science, New Mexico State University	1970

AWARDS AND RECOGNITION

- *MIS Quarterly*: First Recipient, MIS Distinguished Scholar Award
- *INFORMATION WEEK*: Ranked as Top Twelve MIS Consultant
- CSC Index: Research Fellow
- *DATA BASE*: Editor
- Society for Information Management: Board of Directors, Conference Chairperson, Publisher and Editor *MIS Quarterly*
- Prentice Hall: MIS Series Editor
- Executive Book Summaries: *The World On Time: The 11 Management Principles That Made FedEx an Overnight Sensation*, awarded top 30 book published 1997
- Computing Newsletter: *System Analysis for Computer-Based Information Systems*: Awarded Best Systems Analysis Textbook
- Beta Gamma Sigma National Scholastic Honorary Society
- Best Buy, Board of Directors Distinguished Service Award 15 years, awarded a \$500,000 grant to establish the Institute for Internet Buyer Behavior at Texas Tech University
- Ciber, Board of Directors
- Dayport, Sandia Motorsports, and Bizideo, Board of Directors
- FedEx: Awarded \$2,000,000 to establish the FedEx Center for Cycle Time Research at the University of Memphis
- University of Minnesota, Carlson School of Management, Distinguished Service Award 20 years
- Texas Tech University: Distinguished Alum Award 2006, Dean's Advisory Council
- New Mexico State University: Distinguished Alum Award 1991, Hall of Fame Award 2003, Alum Selfless Acts Award 2005, Dean's Advisory Council

BOOKS

- *Hispanic Heresey: What is the Impact of America's Largest Population of Immigrants?*, with Angel Reyes and Brad Ewing, Mead Publishing, Houston, Texas 2009.
- *Information Technology for Management: Transforming Business in the Digital Economy*, with Turban, Leidner and McLean, John Wiley & Sons, Inc., New York, New York, Fifth Edition 2006, Sixth Edition 2007, Seventh Edition 2009.
- *Faith Logic*, Mead Publishing, Houston, Texas 2008.
- *Information Technology for Management*, with Turban and McLean, John Wiley & Sons, Inc., New York, New York, Third Edition 2002, Fourth Edition 2004, Chinese Edition 2005
- *So What's Your Point?* Third Edition, with Bond Wetherbe, Mead Publishing, Houston, Texas 2006
- *God.online*, Mead Publishing, Houston, 2003
- *Information Technology for Management: Making Connections for Strategic Advantage*, Second Edition, with Turban and McLean, John Wiley & Sons, Inc., New York, New York, 1999.
- *The World on Time: The 11 Management Principles that Made FedEx an Overnight Sensation*, Knowledge Exchange, Santa Monica, California, Aug 1996. **Awarded Top 30 Business Book of 1997.**
- *So, What's Your Point?*, Second Edition, with Bond Wetherbe, Mead Publishing, Houston, Texas 1996.
- *Information Technology for Management: Improving Quality and Productivity*, with Turban and McLean, John Wiley & Sons, Inc., New York, New York, January, 1996.
- *Systems Analysis and Design: Best Practices*, with Nick Vitalari, West Publishing, St. Paul, Minnesota, 1994.
- *Case Studies in Best Practice*, with Nick Vitalari, West Publishing, St. Paul, Minnesota, 1994.
- *So, What's Your Point?*, with Bond Wetherbe, Mead Publishing, Houston, Texas 1993.
- *Cases in Systems Analysis and Design Specification*, West Publishing, St. Paul, Minnesota, 1988.
- *Systems Analysis & Design*, Third Edition, West Publishing, St. Paul, Minnesota, 1988.
- *Computer Information Systems for Business*, with Thomas Dock, West Publishing, St. Paul, Minnesota, 1988.
- *Readings in Information Systems*, with Dock and Mandell, West Publishing, St. Paul, Minnesota, 1988.

- *Proceedings of the Seventh International Conference on Information Systems*, Editor, San Diego, California, December 15-17, 1986.
- *Proceedings of the Sixth International Conference on Information Systems*, Editor, Indianapolis, Indiana, December 16-18, 1985.
- *Proceedings of the Twenty-First Annual Computer Personnel Research Conference*, Editor, Minneapolis, Minnesota, May 2-3, 1985.
- *Management of Information Systems Casebook*, with Gary Dickson, McGraw-Hill Book Company, New York, 1985.
- *Management of Information Systems*, with Gary Dickson, McGraw-Hill Book Company, New York, 1985.
- Series Editor and co-author of introductory chapter for *Introduction to Programming* books in COBOL, FORTRAN, and BASIC for Prentice-Hall, Englewood Cliffs, New Jersey, 1985.
- *Cases in Structured Systems Design*, Second Edition, West Publishing, St. Paul, Minnesota, 1984.
- *Systems Analysis and Design: Traditional, Structured, and Advanced Techniques*, Second Edition, West Publishing, St. Paul, Minnesota, 1984.
- *Executive's Guide to Computer-Based Information Systems*, Prentice-Hall, Englewood Cliffs, New Jersey, 1983.
- *Systems Analysis for Computer-Based Information Systems*, West Publishing, St. Paul, 1979. Rated best Systems Analysis Text by Computing Newsletter, September 1979, Portuguese translation by West Publishing.
- *Cases in Systems Design*, West Publishing, St. Paul, Minnesota, 1979.

SELECTED ARTICLES/PAPERS

- *How Consumers Perceive the Web Component When Making Online Purchases*, with Jaeki Song, Best Buy Funded Research 2008.
- *Estimating the Effect of Non-English Speaking Hispanic on Personal Injury Trial Outcomes*, with Ewing, Brad and Angel Reyes, under review at Social Science Quarterly 2008.
- *Economic Impact of Hispanic Consumers*, with Ewing, Brad and Angel Reyes, under review 2008.
- *Examination and Comparison of Hispanic and White Unemployment Rates*, with Ewing, Brad, Angel Reyes and Mark Thompson, Volume 3, Issue 1 2008, Journal of Business Valuation and Economic Loss Analysis.
- *Cognitive Stopping Rules for Terminating Information Search in Online Tasks*, with Glenn Browne and Mitzi Pitts, MIS Quarterly, March 2007, Vol. 31, No. 1, pp. 89-104.

- *Online Consumers' Switching Behavior: A Buyer-seller Relationship Perspective*, with Dahui Li and Glenn Browne, *Journal of Electronic Commerce*, Vol. 5, No. 1, March 2007, pp. 30-42.
- *Why Do Internet Users Stick with a Specific Website? A relationship Perspective*, with Dahui Li and Glenn Browne, *International Journal of Electronic Commerce*, Vol.10, No. 1, 2006, pp. 105-141
- *Give a Little, Get a Little*, with Eric Walden, *Harvard Business Review*, September 2005
- *Consumer Reactions toward Clicks and Bricks: Investigating buying behaviour on-line and at stores*, with Browne, Glenn and John Durrett, *Behaviour & Information Technology*, July-August 2004, Vol. 23, No. 4, pp. 237-245.
- *Keep Products and Services seamless for the Customer and Mass Customize Your Rewards*, *Guidelines for Excellence in Management*, Edited by Jack Ivancevich, South-Western Thomson, 2004.
- *Recognizing Functionality of the Future*, with Glenn Browne, *Competing in the Information Age* edited by Jerry Luftman, Wiley 2003.
- *Every Corporate Board Needs an Academician*, Keynote for AMCIS Conference, Tampa, 2003,
- *Leaders of the New Century*, with Steve Forbes, Michael Dell, Jack Welch, Charles Schwab and Jimmy Carter, CD produced by Network Publish Broadcasting, Edition no. 8, 2002.
- *Ascension Health System: An Enterprise User Interface Approach to Organizational Systems Delivery*, with Janz, B.D., Sujitparapitaya, S., and Sammet, D., *Cycle Time Research*, Volume 6, Number 1, 2001.
- *Finding Funding: External Strategies to Offset Inadequate University Funding*. *Proceedings of the Seventh Americas Conference on Information Systems*, 2001, pp. 2269-2274.
- *Research Center Models For Attracting Corporate Funding*, *Communications of the Association for Information Systems*, Volume 7, Article 7, August 2001.
- *Cycle Time Reduction: Concepts and Case Studies*, with Frolick, Mark N., *Communications of the Association for Information Systems*, Volume 3, Article 13, May 2000.
- *Motivating, Enhancing, and Accelerating Organizational Learning; Improved Performance Through User-Engaging Systems*, with Janz, Brian D., *Cycle Time Research*, Volume 5 Number 1, 1999.
- *Information and Computer Use Among Knowledge Workers: Differences Between More and Less Innovative Middle Managers*, with T. J. Larsen, *Information and Management*, Volume 36, Number 2, August 1999.
- *Talking Tech to the CEO: Add a Story to Your Stats*, *Compuware InTelligence*, Volume 2 Number 4, 1999.
- *Information Technology, Culture, and Learning at Federal Express*, with Janz, Brian D., *Journal of Global Information Technology Management*, Volume 1 Number 1, Winter 1998.

- *The Emergence of Hypertext and Problem Solving: An Experimental Investigation on Accessing and Using Information from Linear and Nonlinear Systems*, Ramarapu, Narendra, Mark N. Frolick, Ronald B. Wilkes, and James C. Wetherbe, Decision Sciences Journal, March 1998.
- *Technology and Time: Competing for Customers in the Future*, Cycle Time Research, Volume 4 Number 1, 1998.
- *Reengineering the Systems Design Process: The Link Between Autonomous Teams and Business Process Outcomes*, with Janz, B.D., Davis, G.B. and Noe, R.A., Journal of MIS, Summer, 1997.
- *Federal Express Corporation: An Overnight Success*, Hemispheres, December, 1996.
- *Four Steps to Information Requirement Determination*, with Gordon Davis, MIS Encyclopedia of Management, June, 1996.
- *Just-in-Time Research: Reducing Cycle Time and Achieving Research Results for Business Practice*, with Davis, Gordon B. and Vitalari, Nicholas P., Cycle Time Research, Volume 1, Number 2, 1996.
- *Reducing the Cycle Time of the Financial Aid Application and Approval Process at Universities*, with Schultz, Margaret R. and Frolick, Mark N., Cycle Time Research, Volume 1, Number 2, 1996.
- *Principles of Cycle Time Reduction: You Can Have Your Cake and Eat it Too*, Cycle Time Research, Volume 1, Number 1, 1995.
- *Complete, Pareto, and No Inventory Alternative Strategies for Retail Inventory*, with Retzlaff-Roberts, Donna and Nichols, Ernest, L., Cycle Time Research, Volume 1, Number 1, 1995.
- *Cycle Time Reduction: An Inter-Organizational Supply-Chain Perspective*, with Nichols, Ernest L. and Frolick, Mark, Cycle Time Research, Volume 1, Number 1, 1995.
- *A Comparative Analysis of MIS Project Selection Mechanisms*, with McKeen and Guimaraes, DataBase, August, 1994. *Increasing Productivity and Job Satisfaction by Motivating Employees*, with Wetherbe, M.B, in, Handbook of Data Center Management, Auerbach Publications, 1994.
- *The Relationship Between User Participation and User Satisfaction: An Investigation of Four Contingency Factors*, with McKeen, James D. and Guimaraes, T. MIS Quarterly, Volume 18, Number 4, December 1994.
- *Reengineering to Reality*, with Janz, Brian D., Journal of Education for MIS, Volume 2 Number 1, 1994.
- *Increasing Productivity and Job Satisfaction by Motivating Employees*, with Wetherbe, M.B, in, Handbook of Data Center Management, Auerbach Publications, 1994.
- *A Comparative Analysis of MIS Project Selection Mechanisms*, with McKeen and Guimaraes, DataBase, August, 1994. *Increasing Productivity and Job Satisfaction by Motivating Employees*, with Wetherbe, M.B, in, Handbook of Data Center Management, Auerbach Publications, 1994.
- *Key Trends in Systems Development in Europe & North America*, with Vitalari & Milner, Journal of Global Information Management, Idea Group Publishing, Volume 2. No. 2, 1994.

- *Contingency Factors Affecting User Participation and User Satisfaction: Task Uncertainty, User Influence, and User-Developer Communication*, with Guimaraes and McKeen, Data Base, February, 1994.
- *Individual Motivation Profiles: The Key to Increased Productivity and Job Satisfaction*, with M. Bond Wetherbe, Information Management, Auerbach Publishers, New York, New York, Summer 1993.
- *Update on MIS Research: A Profile of Leading Journals and U.S. Universities*, with Lending, Database, Volume 23, No. 3, Summer 1992.
- *Executive Information Requirements: Getting It Right*, MIS Quarterly, Vol 15 No. 1, March 1991.
- *Information Systems Management Issues of the 1990's*, MIS Quarterly, Vol. 15, No 4, pp 475-502, with F. Neiderman and J.C. Brancheau, December, 1991.
- *A Comparison of Perceptions about Information Center Success*, with Leitheiser, Information & Management, Volume 21, 1991.
- *Practitioners' Perspective on the MIS MBA*, with Carlson, The Journal of Computer Information Systems, Summer 1991.
- *Designing an End-User Computing Management and Support Program*, with Brancheau and Leitheiser, Information Management, 1990.
- *Information Architecture: Sharing the Sharable Resource*, with Vogel, Cause and Effect, Summer 1991.
- *The Adoption of Spreadsheet Software: Testing Innovation Diffusion Theory in the Context of End-User Computing*, with Brancheau, James C., Information Systems Research, Volume 1 Number 2, June 1990.
- *Mixing Prototyping and Data Modeling for Information-System Design*, with Alavi, IEEE Software, Volume 8 No. 3, May 1991.
- *Corporate Acquisition: MIS Can Rise to the Challenge*, Tech Exec, April 1990.
- *Information Technologies for the 1990's: An Organizational Impact Perspective*, with Straub, D.W., Communications of the ACM, Vol. 32, No. 11, November 1989. Translated in Management en Organisaties van automatiseringsmiddelen 1990/3, pp 5-23.
- *Understanding Innovation Diffusion Helps Boost Acceptance Rate of New Technology*, with Brancheau, James C., CIO Journal, Vol. 2, No. 2, Fall 1989.
- *The MIS Conundrum-Centralization or Decentralization*, Chief Financial Officer USA, 1988.
- *A Survey of 4GL Users and Applications*, with Lehman, John A., Journal of Information Systems Management, Vol. 6, No. 3, Spring 1989.
- *Should the Information Systems Function be Centralized or Decentralized*, Chief Financial Officer Journal, September, 1988.
- *Higher and Lower Rated Information Centers: Exploring the Differences*, with Brancheau, James C., Journal of Information Management, Vol. IX, No. 1, Spring 1988.

- *The Shared Environment: Determining Responsibility for End-User Computing Support*, with Brancheau, James C. and Leitheiser, Robert L., Data Processing Management, February 1988.
- *Rational Framework for Centralizing or Decentralizing Information System Management Functions*, Information Technology, Vol. 1, No. 3, May 1987. Reprinted in I/S Analyzer, Vol. 25 No. 11, November, 1987.
- *Allocating Responsibility for End-User Computing Support: Who's Responsible in the 'Shared' Environment*, with Brancheau, James C. and Leitheiser, Robert L., Systems Development Management, October 1987.
- *Key Issues in Information System's Management*, with Brancheau, James C., MIS Quarterly, Vol. 11, No. 1, March 1987.
- *Alternative Strategies for Organizing the IS Function*, with Vogel, Douglas R., and Roger, Craig A., Information Management Review, Vol. 2, No. 4, Spring 1987.
- *Information Architectures: Methods and Practice*, with Brancheau, James C., Information Processing and Management, Vol. 22, No. 6, December 1986.
- *Service Support Levels: An Organized Approach to End-User Computing*, with Robert L. Leitheiser, MIS Quarterly, Vol. 10, No. 4, December 1986.
- *Addressing Behavioral and Leadership Issues to Improve Project Management*, with Annett, Paul, Information Strategy: The Executive's Journal, Vol. 2, No. 3, Spring 1986.
- *Approaches to End-User Computing: Service May Spell Success*, with Leitheiser, Robert L., Journal of Information Systems Management, Vol. 3, No. 1, Winter 1986.
- *An Investigation of the Information Center from the User's Perspective*, with Brancheau, James C. and Vogel, Douglas R., Data Base, Fall 1985.
- *An Empirical Study of Occupational Stress, Attitudes, and Health Among Information Systems Personnel*, with Ivancevich, John M. and Napier, H. Albert, Information and Management, Vol. 9, No. 2, September 1985.
- *Profile of MIS Research: Methodology and Journal Preference*, with Vogel, Douglas R., Journal of Data Education, Vol. 25, No. 3, Spring 1985.
- *Information Centers: A Survey of Services, Decisions, Problems, and Successes*, Journal of Information Systems Management, Vol. 2, No. 3, Summer 1985.
- *University Planning: Developing a Long-Range Information Architecture*, with Vogel, Douglas R., Planning & Changing, Vol. 15, No. 3, Fall, 1984.
- *MIS Research: A Profile of Leading Journals and Universities*, with Vogel, Douglas R., Data Base, Vol. 16, No. 1, Fall 1984.
- *Key Information Systems Issues for the 1980s*, with Dickson, Gary W., Leitheiser, Robert, and Nechis, Mal, MIS Quarterly, Vol. 8, No. 3, September 1984. Reprinted/Reviewed in Spectrum, September 1984 and Information Systems for Management, BPI Inc., 1987.
- *Trends in End-User Computing*, with Robert Leitheiser, Auerbach Information Management Series, July 1984.

- *Empirical Investigations of System Development Practices and Results*, with Jenkins, A. Milton and Naumann, David, *Information and Management*, Vol. 7, No. 2, April 1984.
- *Advanced System Development Techniques Avoid 'Analysis by Paralysis'*, *Data Management*, February 1984.
- *Occupational Stress, Attitudes, and Health Problems Among the Information Systems Professional*, with Ivancevich, John M. and Napier, H. Albert, *Communications of the ACM*, Vol. 26, No. 10, October 1983.
- *Computer Capacity Planning: Strategy and Methodologies*, with Carper, I. Lynne and Harvey, Susan, *Data Base*, Vol. 14, No. 4, Summer 1983.
- *MIS -- Steps to Success*, *Datamation*, July 1983.
- *What the MIS Executive Needs to Know About Robotics*, with Conrad, Scott J., *Journal of Systems Management*, May 1983.
- *What the Big Companies are Looking for in MIS Graduates*, with Napier, H. Albert, *Journal of Data Education*, Vol. 23, No. 2, Winter 1982-83.
- *Three Stage Model of MIS Planning*, with Bowman, Brent and Davis, Gordon B., *Information and Management*, Vol. 6, No. 1, March 1983.
- *A General Purpose Decision Support System for High-Quantity, Low Quality Data*, with Steinberg, Earle, *Management Decisions*, 1982.
- *Advanced Approaches to Systems Development*, *Auerbach Information Management Series*, December 1982.
- *Traditional Approaches to Systems Development*, *Auerbach Information Management Series*, December 1982.
- *Computer Graphics: A Management Perspective*, with Rademacher, Donald, *Journal of Systems Management*, December 1982.
- *Reducing Complexity in Information Systems Planning*, with Alavi, Maryam, *Systems, Objectives, Solutions*, August 1982.
- *MIS Executives' Perspectives on MIS Curriculum*, with Napier, H. Albert, *Interfaces*, April 1982.
- *Decision Impelling Differences: An Investigation of Management by Exception Reporting*, with Judd, Phillip and Paddock, Charles, *Information and Management*, November 1981.
- *Implementing Automated Office Systems*, with Dykman, Charlene and Davis, Charles K., *Journal of Systems Management*, August 1981.
- *Modeling for MIS*, with Bowman, Brent and Davis, Gordon B., *Datamation*, July 1981.
- *Planning and Controlling Distributed Data Processing*, with Davis, Charles, *Systems, Objectives, Solutions*, March 1981.
- *Impact of DDP on Organizations in the 1980's* with Davis, Charles, *Auerbach Information Management Series*, March and April 1981.

- *The Role of Zero-Based Budgeting in the Strategic Planning Process*, with Montanari, John R., Journal of Strategic Planning, March 1981.
- *Toward a Comprehensive Framework for MIS Research*, with Nolan, Richard, MIS Quarterly, June 1980.
- *A Decision Support System for the Planning and Control of a Chargeout System in a Large-Scale Computing Environment*, with Davis, Charles, Data Base, June 1980.
- *Employee Behavior -- Scheduling is the Trigger*, with Justis, Robert, Data Management, January 1980.
- *An Analysis of the Impact of Distributed Data Processing on Organizations in the 1980's*, with Davis, Charles, MIS Quarterly, December 1979.
- *Zero-Based Budgeting: An Alternative to Chargeout Systems*, with Dickson, Gary W., Information and Management, Vol. 2, No. 3, November 1979. Reprinted in EDP Solutions, August 1980.
- *Employee Behavior -- Reinforcement is the Trigger*, with Justis, Robert, Data Management, November 1979.
- *Heuristic Development: A Redesign of Systems Design*, with Berrisford, Thomas R., MIS Quarterly, March 1979.
- *Cost Analysis of Computer Maintenance Contract*, with Bateman, Barry L., MIS Quarterly, December 1978.
- *Development and Application of Industry-Based Cases in Systems Analysis and Design*, Journal of Data Education, October 1978.
- *A Systems Specifications Model for Instruction in Systems Analysis and Design*, Journal of Data Education, October 1978.
- *A Strategic Planning Methodology for the Computing Effort in Higher Education: An Empirical Evaluation*, with Dock, V. Thomas, Communications of the ACM, December 1978.
- *A Model for Minicomputer Maintenance Evaluation and Penalty Compensation*, with Bateman, Barry L. and Westman, Chadwick H., Mini and Micro Processors, 1978.
- *Computing in Higher Education: A Structured Approach for Committee Planning*, with Cornette, William, Journal of Data Education, October 1977.
- *A Contingency View of Managing the Data Processing Organization*, with Whitehead, Carlton, MIS Quarterly, March 1977.
- *Breaking the Description Dilemma: Personnel Selection by Group Analysis*, with Dock, V. Thomas, Data Management, December 1976.
- *Production Analyst: A New Position for an Old Problem*, with Bateman, Barry L., Data Management, December 1975.
- *DATAEDIT: A Generalized Edit Program for Research Data*, Journal of Marketing Research, Nov 1975.

