Management and computers

As our society evolves into a more service-oriented society, the problems of management and processing information are increasing. The computer-based information system function has changed considerably in its 20-year history. Hardware and software have evolved significantly. Applications have been added in abundance. Methods of managing the technology, human resources, and system and user/computer interfaces have evolved, and most recently, the technological advances in the software for storing, retrieving, and manipulating data have made significant advances.

We have set up three interrelated sessions focusing on what computational needs user executives perceive they want, WHAT EDP professionals (computer executives) perceive managers want, and on EDP topics that managers and EDP professionals concerned with managers should be aware of.

The first is a panel session consisting of managers and executives (not EDP specialists). They will discuss the past, present, and future of EDP in their organization with emphasis on the future.

The panel consists of:

Mr. W. J. Evans  
Manager, Purchasing and Administration  
The Aluminum Company of America (ALCOA)  
1501 Alcoa Building  
Pittsburgh, Pennsylvania 15219  
(412) 553-4303

Mr. H. L. Kephart  
Vice President Financial Administration  
Sun Oil Company of Pennsylvania (Product Group)  
1606 Walnut Street  
Philadelphia, Pennsylvania 19103  
(215) 985-1600
Mr. William Madden  
Director of Technical Services  
Bank of America Investment Management Corporation  
555 California Street  
San Francisco, California 94104  
(415) 622-6606

Mr. Peter E. Viemeister  
Vice President of Development  
Grumman Corporation  
Bethpage, New York 11714  
(156) 575-3445

The second session is also a panel consisting of EDP specialist and computer executives. The panel consists of:

Robert B. Anderson  
President  
Sun Services Company  
240 Radnor-Chester Road  
St. Davids, Pennsylvania 19087  
(215) 985-1600

Barry D. Rowe  
Vice President and General Manager  
Data Systems  
Martin Marietta Corporation  
Hampton Plaza  
300 East Joppa Road  
Baltimore, Maryland 21204  
(301) 823-1600

Dr. Phillips Whidden  
Manager  
ALCOA Management Information Services Division  
1501 Alcoa Building  
Pittsburgh, Pennsylvania 15219  
(412) 553-3264

They will focus on their views of EDP in their organization and in general. The third session is a paper session focusing on three EDP topics that managers and EDP specialists should be aware of. The first is a cost analysis of interactive computing in organizations. The second is a new technology that is particularly helpful in building management information systems. The third is an approach to analyzing EDP requirements.