

WILLIAM KETTINGER

Holder of the Chair Excellence

[Department of MIS](#)

[Home Page](#) - [Email](#)

Phone: 901 678 4547

Fax: 901 679 4151

Office Location: FAB 346

Office Hours: Friday 1 - 5 pm & by appt.



Biography

Bill Kettinger is a Professor and the FedEx Chair of Excellence in MIS at the [Fogelman College of Business and Economics](#) at The [University of Memphis](#). He previously served as Professor of Information System and Moore Foundation Fellow at the Moore School of Business of the University of South Carolina. He teaches global IT management and IS research methods in the International Masters of Business Administration (IMBA) and MIS PhD programs and in executive development programs both domestically and abroad. Professor Kettinger also has regularly taught in the MBA programs at IMD in Lausanne Switzerland, Wirtschaftsuniversität Wien, Vienna Austria and at the Tecnologico de Monterrey in Mexico. He has won several college teaching awards; most recently he was recognized as the 2006 IMBA Vienna program's outstanding professor.

Dr. Kettinger has numerous publications including 4 books, [over 40 refereed journal articles](#) in such journals as [MIS Quarterly](#), [JMIS](#), [JAIS](#), [Decision Sciences](#), [CACM](#), [Sloan Management Review](#), [Public Administration Review](#), and [Long Range Planning](#), numerous monographs, book chapters, proceedings, and teaching cases. A study appearing in the [2002 HICSS Proceedings](#), a [2000 study in Information and Management](#), as well as a [1998 study appearing in Decision Line](#) have all recognized Dr. Kettinger as one of the most productive IS researchers publishing in the top IS journals. He is an Associate Editor of *MIS Quarterly* and *JAIS* and on the editorial boards of *Decision Sciences Journal* and *MISQ Executive* and has twice served as a [special editor](#) for *JMIS*. He completed a 3 year study sponsored by Accenture and IMD International that discovered a new comprehensive measure of effective information use which predicts business performance. Based on this research project, he coauthored, ["Making the Invisible, Visible: How Companies Win with the Right Information, People and IT"](#) published by John Wiley Press, which provides a practical guide to managers developing strategic measures of information assets and knowledge management effectiveness. Scholarly results and discussion of this research project appear in [Information Orientation: The Link to Business Performance](#) by Oxford University Press. He also co-edited [Process Think: Winning Perspectives for Business Change in the Information Age](#) which examines the evolution and practical application of the process change movement.

Bill has over 25 years consulting experience in both the public and private sectors with such organizations as Accenture, AT&T, Cambridge Technology Partners, IBM, Bose, Renaissance Interactive and Philips N.V. He has been the recipient on numerous awards such the [Society of Information Management's](#) best paper award honoring outstanding work in the field of information systems. He also directed a SIM Advanced Practice Council multi-year international study of the business drivers of IT value. Bill served as Assistant Dean for the USC Business School from 1988 to 1993 and has been the principal investigator on several million dollars worth of grants. He also served as the Director of the USC Center of Information Management and Technology Research from 1993-2004. He received his Ph.D. and an M.S. from the University of South Carolina and an M.P.A. from the University of Massachusetts at Amherst and a B.S. from Northeastern University. He can be reached by (voice) 901-233-9404, (fax) 902-678-4151 or e-mail at bill.kettinger@memphis.edu