



**International School of Information Management
University of Mysore**

ISiM Special Lecture by

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Title of the Talk :

Decision Making and Information Systems

Detailed Report

Prof. H Raghverdra Rao a professor from university of Buffalo USA took an useful session on decision making and information system under the special lecture series on 10-Dec-08. It was a great experience for every one to explore the concept of information system for decision making process. As we all know that there are three basic ingredient of information system namely information assurance, integrity and security. He was trying to correlate these with decision making process. He started giving lot of examples of various books, movie and real time situation where there is a need of information system for decision making.

One of such example was “why do drug dealers stay with mother?” This phrase is extracted from the famous book on freeconomics by Stephan Lewis. In fact this phrase is the name of the book. The book is all about the drug dealing gangs in outskirts of Chicago. One enthusiastic Indian researcher Sudhir Venkatesh from Chicago University tried to find out information regarding these gangs about their system how do they work? He spent almost 6 years with them. At last he got some account information about drug dealing gang. When he handed over that information to Stephan Lewitt, the book “why do drug dealers stay with mother?” came into light. This book says about how the people working in low hierarchy of the gang struggle to earn \$3.30 only while their boss & super

boss make \$150K and more in a year. That is the reason these drug dealing gang always try to compete with each other. As a result these counterparts always attach with their land because they don't have other options in the life. Prof Rao was trying to explain about the information integrity among the gang members. This shows how a gang works in the networks.

The second example he took from a book written again by Stephan Lewitt, "How 7 million dependents died on one day". The base of this book is tax return filed by Americans to IRS (Income tax return services). Before 1986 when the question like why should we pay taxes was asked to Americans, 93% of them replied that this is fundamental civic duties of every one. But in actual practice near about 46% people were not paying taxes to government. They were cheating the government saying that their dependents died those who are responsible to pay taxes. As a result the government proposed the plan for introducing social security numbers for every citizen of USA and it came into existence the government was able to trace their citizen for their tax contribution. This explains how all 7 million depends died over a day. According to him how later government came with strong information system to trace out their citizen banking account and tax records.

Most interesting example was given by him on the movie "Catch me if you can". The movie is all about Frank Andrewlin the lead character of the movie. *Leonardo DiCaprio* played this lead role. He always made fool to the government agency by doing different things at different time. As a result govt. agencies were behind him to nab him. But no one got success. At last he himself in the last part of the movie allows others to catch him. He himself was perfect observer that the reason time to time he found out flaws in available system and as a he cheated others. He made huge some of money based on this. Prof explained how with the help of social engineering, information assurance he always got success. So according to him these were the main ingredient of information system and decision making. "Printed works always true, but it not always true" he passed this message to us.

In one another example he spoke to us about another book "Murder in New York City". How a lady named Catherine Zerovin was stabbed 38 times in New York City road and the people who were passing nearby just watching that seen. No one called police and ambulance. All were waiting for each other. At last one person called police, but it was late. Catherine Zerovin died before the police came. This shows how the responsibility varies from person to person. How this plays important role in decision making. How do they perceive information? These were some important questions he answered in great manner.

Concluding the lecture session he asked to us how we could design a 4ft by 4ft by 8ft bathroom. This is subject area of modeling and designing. Even IBM people also take interest in that. This explains about the constraints in which IBM people want to design Information system to tap the issue of information assurance, integrity and security.