

ISACA Awards Presented to Top INFO 301 Students



Top INFO 301 student Indrani Roy receiving her award from Vaughan Harrison (ISACA President – Wellington chapter)

Top-performing INFO 301 student Indrani Roy's project to explore and predict the possible future impact of biometrics in the hotel industry was recognised with an ISACA award this week.

Indrani, along with fellow students Rhys McIlwaine and Stephanie Isaac, received cash prizes for project work which applied frameworks from INFO 301 to explore the impact of a new or emerging technology in a novel business situation that they invented.

These students, along with family, friends, and staff at the School of Information Management, attended the function at SIM on Friday 10 February to acknowledge the winners. Vaughan Harrison, President of the Wellington chapter of ISACA (Information Systems Audit and Control Association), noted that these awards would be a great help to the students when they were trying to stand out in the job market further down the track.

"The ISACA Wellington Board of Directors is pleased to support Victoria University's INFO 301 Strategic Information Systems Management course, which focuses on the strategic importance of information systems within organisations," said Mr Harrison.

"The related research essays demonstrate the skill sets learned by students that will enable them to successfully contribute to the current information system change agenda."

ISACA's other prizes acknowledged the high quality of reports by INFO 301 students from the 2011 cohort. Rhys investigated the potential benefits and issues of the use of RFID sensor tags by Progressive Enterprises within an automated ordering system; and Stephanie's project investigated the issues surrounding the use of RFID chips in patient's wristbands in hospitals. (Note: full details of these projects below.)

ISACA, an international professional association that deals with IT Governance, established these awards to assist and encourage students studying in the areas of Information Systems audit, control, security and governance.



ISACA award winners Rhys McIlwaine, Indrani Roy, and Stephanie Isaac, with ISACA President Vaughan Harrison and INFO 301 coordinator Dr Jocelyn Cranefield

Project Abstracts

Indrani Roy: Top INFO 301 Student

Indrani's project aimed to explore and predict the possible future impact of biometrics in the hotel industry. Specific objectives included analysing how the use of biometrics could alleviate the problem of creating and sustaining customer loyalty in the highly competitive hotel industry. To assist this process, fictional Hotel ABC was used as a case study.

Through using Porter's framework of 5 competitive forces to analyse the strategic benefits offered by biometrics, it was found that it could potentially induce customer loyalty by increasing switching costs through the use of information generated from customer activities. The information could be used to personalize customer service hence increasing overall customer satisfaction. This could create high barriers to entry and become a source of differentiation to Hotel ABC. Other strategic benefits were offering the chance to reduce the strong force of labour bargaining power resulting in lower costs by lowering employee dependency.

Three types of issues and risks were identified: business, technical and user. The user based risk stemmed from customer reluctance to buy in to the biometric system due to privacy concerns. The technical issues were based on accuracy and precision of the different biometric technologies while the business issue related to implementation method and its cause on hotel employees and customers. Several recommendations were made. First was training managers and front line staff to work with the system and to educate customers in order to encourage acceptance. Next was for Hotel ABC to use hand geometry, which has low intrusion and high accuracy. However, it is very expensive. A cheaper alternative would be multiple templates of stored fingerprints in order to reduce false rejection. The last recommendation was phasing in the system as an implementation method in order to give time to customers and employees to adjust.

Rhys Mcllwaine: Top INFO 301 Report

Rhys's project investigated the potential benefits and issues of the use of RFID sensor tags by Progressive Enterprises within an automated ordering system. Milk was chosen as the proof of concept product because it is a ubiquitous product for most New Zealand homes.

The benefits of this system were analysed using Porter's (1985) value chain framework to identify cost savings from 22-65%; delivery efficiency improvements which would decrease the cost of delivery; reputational improvements increasing market share; and service improvements which is a key enabler for online shopping.

The issues identified included: the likelihood of benefit realisation; the cost of implementation; and customer resistance because of privacy and security concerns. However, these issues were shown to either be acceptable given Progressive's online strategy, minimised because of Progressive's existing online ordering system, or mitigated because of the physical limitations of RFID readers.

Stephanie Isaac: Top INFO 301 Report

Stephanie's project investigated the issues surrounding the use of RFID chips in patient's wristbands in hospitals, applying Christensen's theory of disruptive innovation and the Business Diamond framework of Hammer & Champy.

She found that RFID had the potential to reduce the likelihood of human error in administration of medication, but highlights and number of issues relating to data security, user training and technology that could impact on successful implementation.