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## **UCA to host applied research conference**

UCA tomorrow will host the seventh annual Conference on Applied Research in Information Technology, which is sponsored by Acxiom Laboratory for Applied Research (ALAR).

In addition to UCA Computer Science Department, other members of the Acxiom Laboratory for Applied Research include the MIT Information Quality Program, the University of Arkansas at Fayetteville (Department of Computer Science and Engineering, and Information Technology Research center), the University of Arkansas at Little Rock, and Vanderbilt University.

Based on the results of a double-blind peer review process, ALAR invited twenty papers for presentation at the conference. These papers report research results and applications on information technology including updates on Acxiom sponsored research projects. The director of the MIT Information Quality (MITIQ) Program, professor Richard Wang, is going to deliver a keynote speech at the conference titled, “Raising the Bar on Corporate Information Quality: \$1 Million at a time.” The ALAR 2008 Conference is held concurrently with the Acxiom Student Programming Contest at UCA.

The fourth and fifth ALAR Annual Conferences also were sponsored by the UCA Computer Science department and held at UCA’s Brewer-Hegeman Conference Center in 2005 and 2006.

For more information about the conference, visit <http://research.acxiom.com/events.html>.

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