TREO Talk Title

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# Abstract

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# References (optional)

Ackoff, R. L. 1961. "Management Misinformation Systems," Management Science (14:4), pp. 147-156.

Benbasat, I., and Zmud, R. W. 2003. “The Identity Crisis within the IS Discipline: Defining and Communicating the Discipline’s Core Properties,” *MIS Quarterly* (27:2), pp. 183-194.