

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

The Evolving Role and Responsibilities of IS Managers in Logistics

Stephen LeMay

University of West Florida, slemay@uwf.edu

Dave McMahon

Pepperdine University, dave.mcmahon@pepperdine.edu

Jeffery A. Periatt

Auburn University, Montgomery

Jon Carr

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

Recommended Citation

LeMay, Stephen; McMahon, Dave; Periatt, Jeffery A.; and Carr, Jon, "The Evolving Role and Responsibilities of IS Managers in Logistics" (2010). *Association of Marketing Theory and Practice Proceedings 2010*. 23. https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/23

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

The Evolving Role and Responsibilities of IS Managers in Logistics
Stephen LeMay, Dave McMahon, Jeffrey Periatt, Jon Carr

Building: Hilton Ocean Front Resort
Room: Promenade 6
Date: 03-27-2010 - 10:30 AM – 11:45 AM
Last modified: 02-09-2010

Abstract

This article provides a description of the evolving role of IS managers, their competencies, job requirements, and training needs. Key findings for developing effective training options and their implications are discussed. The data comes from an original research project funded by the Council of Logistics Management.

Keywords

logistics; managers; IS; HR; training