

With J. T. C. Teng. (1992) "Factors Influencing Attributes of Database Planning: An Empirical Study," *OMEGA: The International Journal of Management Science*, Vol. 20(1), 59-72.

There is little disagreement that Data Resource Management (DRM) is becoming a priority with organizations as we move into the 1990s. The need to integrate disparate data and effectively plan for the data resource is beginning to have significant competitive implications. This study examines database planning, an integral component of DRM. Specifically, certain generic desirable attributes of database planning are defined. The study then investigates the impact of the integration of IS planning with corporate planning, the managerial role of the DBA and database planning practices on these attributes. Results of a survey of 171 organizations find support that relates the integration of corporate planning with IS planning, the use of subject databases and a managerially oriented DBA with attributes of database planning. Implications for practice and research are then discussed.