Securing Our Business Assets

Helen G. Barker, D.M.

Dr. Helen Barker is a member of the JEBE Editorial Board. She serves as Dean of the School of Business and Information Sciences with Capitol College. Before joining Capitol College in 2000, Dr. Barker worked in the private sector as a management analyst and resource training specialist in the Washington, DC area and a research analyst in child welfare and economic development in Northern Virginia. She received a B.S.B.A. from Thomas Edison State College, M.S.B.A. from Strayer University, M.S. in Information Telecommunications Management from Capitol College, and doctorate from University of Phoenix in Organizational Leadership. Current research interests include pedagogy relating to online learning and integration of cyber security into business curriculum.

It is no secret that leaders have seen business environments around the world change rapidly over the last few years, due in no small part to technological innovations that have become a pivotal part of the day-to-day operation of organizations. This is true whether the business operates from a home garage or the business campus in the city center.

One consequence of technological advances is the ease with which we can capture information. Increasing volume and detail of information captured by organizations will continue to fuel unprecedented growth in data. This has led organizations and their leaders to become increasingly dependent on this data in the effort to make sound business decisions. As a result of this dependence, data has become a significant asset for many organizations. It can be expected that the future will present an even greater dependence on data without regard to organizational size.

Given the current and potential future value associated with organizational information, it is critical to protect these data assets as we would any other organizational assets. In order to protect data leaders must partner with the same technological innovations that brought unprecedented quantities of information. Data analytics must be integrated into risk management and security operations. This will require data scientists to have a combined understanding of business risks and cyber attack techniques. Personnel with this linked skill set are scarce requiring organizations to find outside partners to supplement existing capabilities.

There is a need for interdisciplinary initiatives in business and security related fields that will better prepare our students to be leaders within the workforce of tomorrow. It is critical that business owners, executives, and advisors understand the security vulnerabilities to which the organization is exposed and the technology necessary to combat these threats to their own data and the data that may be entrusted to them by customers and business partners.

Only by working collaboratively to educate the next generation of business leaders can we meet the current and future demands to create a more secure future for our organizations. It is through education and communication that we build a culture of security within our organization and that of our partners and improve our ability to minimize the impact of fraudulent activities.