



Cyber Security and Customer Trust: JCU Welcomes Dr. Dave Chatterjee

by **Maria Bondar**

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On September 12, the JCU Department of Mathematics, Natural Science and Computer Science, and the Institute for Entrepreneurship welcomed Dr. Dave Chatterjee for a lecture on 'Cyber Security and Customer Trust.'



Cyber Security and Customer Trust

A recognized expert in information systems, Dr. Chatterjee has a broad base of expertise in Enterprise Digitization, IT Value Management, Cloud Computing, Social Media, Cybersecurity, and Change Management initiatives for industry leading Fortune 500 companies.

He teaches in the Department of Management Information Systems, Terry College of Business, University of Georgia.

In his lecture Dr. Chatterjee introduced different cyber security strategies and explained how companies can earn and maintain customer trust amid growing concerns of data safety and security. Cyberattacks on any type of organization are a global phenomenon, and their worst consequence, said Dr. Chatterjee, is the loss of customer trust. That is why it is important for an organization to establish a high level of cyber data protection, which "entails securing the data, the network, the devices, the physical locations (where devices reside), and the people (through training and awareness)." Dr. Chatterjee, however, highlighted that even with the best tools and technology, a company's number one risk is most often the human factor. Therefore, the key to securing the cyber system is also training employees.

Dr. Chatterjee then suggested a couple of cybersecurity strategies used in high-reliability organizations. He said that it's crucial to establish a proactive work culture and a high level of commitment and organizational intelligence. Finally, Dr. Chatterjee concluded that strategic investment in cyber security should be any organization's priority since "securing systems and sensitive data is key to organizational reputation and survival."

"Thanks to Dr. Chatterjee I realized the importance of security management in my personal life as well as in the business environment. I am very grateful for the opportunity to attend this lecture and grasp the key elements for building customer trust successfully," said JCU student Anastasiya Shmatina.



Dr. Chatterjee on Cyber Security and Customer Trust