

EDITOR'S COMMENTS

Welcome to the second issue of *Management Information Systems Quarterly Executive (MISQE)*. In this issue, as in the last, we have articles that present sound academic research on topics we believe are not only of interest, but of use, to practitioners in the field. We publish both for current managers and for those future practitioners in the field who are now studying in MBA and other curricula.

This issue includes articles dealing both with new perspectives on two “old” IT issues – alignment and CRM - and a look at two aspects of outsourcing – offshore and ASPs. In one area that is more than two decades old, Yolande Chan takes a deeper look at the issue of “alignment” between IT and line management. She focuses not on formal structure or formal relationships but on the informal aspects of alignment that are so important. In what seems like an “old” area, but one that has been with us for only a few years, Dale Goodhue and his colleagues take on a much-discussed topic today – CRM. Contrary to a lot of what is being reported today in the popular press, they find several case examples of successful implementations. And they find that there are three quite different initial steps on the pathway to success – through simple initial applications, by building infrastructure or by a full-scale move to use CRM to transform the organization.

Although it has been going on for years, the issue of offshore outsourcing is now receiving significant attention as the economy cools. It is “hot” these days despite the recent India/Pakistan troubles. In this article, Erran Carmel and Ritu Agarwal present a stage process for offshore outsourcing based on discussions with companies with extensive experience in this area. Dealing with the area of Application Service Providers (ASPs), Thomas Kern and his colleagues compare traditional outsourcing with what they term “netsourcing” along several dimensions. They deal with an area of IT that some consider “dead” but which appears very much alive – if very different than initially expected. The paper provides a managerial perspective on netsourcing risk identification and mitigation.

During the past year, the Senior Editors (Cynthia Beath, Allen Lee, Jeanne Ross, Michael Vitale) and I have all read each of the submissions to *MISQE*. On the one hand, it has been a great deal of reading. On the other, it has been a pleasure. We have learned a lot both from articles that have made it into *MISQE* and from those that have not. More important, a set of criteria for articles to be published in this journal has emerged from our discussions of the submissions. Readers should expect to see articles that have the following properties:

- Provides insight (deeper understanding), rather than just description or just prescription, for both CIO and researchers in the field
- Is relevant to the thoughtful CIO
- Deals with management and use of IT
- Is based on academic research
- Has the potential to influence practice
- Provides added value from our academic perspectives
- Is exquisitely written

For those who wish to write for *MISQE*, we suggest that you take a careful look at your submission in the light of the above attributes. While this is, as yet, a very young journal, we hope to put a clear “stamp” on what is published.

As our second issue goes to press, I want to express my thanks for the excellent work done “behind the scenes” by our Publisher, Alan Dennis, our Managing Editor, Robert Fuller, and also to our very talented Production Editor Barbara McNurlin. We owe a significant debt to Indiana University, a university that has picked up the “tab” for our first two issues.

Sincerely,

Jack Rockart
Editor-in-Chief