

## EDITOR'S COMMENTS

Welcome to this issue of MISQE. As a young journal, we continually are working on ways to provide innovative articles in effective ways. In this issue you will find evidence of a major source of articles – the SIM Paper Award Competition and, for the first time, two articles on the same subject—the management of change.

### The SIM Paper Awards Competition

For more than two decades, the Society for Information Management (SIM) has run a contest for the best papers concerning the implementation of innovative IT capabilities in organizations. Last year's first prize-winning paper, *A Post-Merger IT Integration Success Story* by Carol Brown, Greg Clancy, and Rebecca Scholer was published in the March 2003 issue of this journal. From this year's competition, we will publish even more. This year there were 31 papers submitted to the competition, ten of which made it into the final round. First, second and third prizes were awarded together with two honorable mention papers. In this issue of MISQE, we are proud to publish the first prize article, *Evolving at the Speed of Change: The Journey toward Mastery of Change at Motorola's Semiconductor Products Sector* by Betsy Roberts, Sirkka Javenpaa, and Cherie Baxley as well as the third-place paper *Custom Made Apparel at Lands' End* by Gabriele Piccoli, Bill Bass and Blake Ives. You will see the second-place article in the December issue of MISQE. Other papers from the contest are under consideration for publication.

### Management of Change

There is undoubtedly nothing more important in the implementation of information systems than effective management of change. This subject has been studied extensively by academics and others throughout the years, and many approaches have been written about it. However, both the SIM awards judges and our editors at MISQE have viewed the Roberts, Jarvenpaa and Baxley article as a major contribution to the field. It presents a very comprehensive set of processes and tools for the day-to-day management of change. Chuck Gibson's article *IT-Enabled Business Change:*

*An Approach to Understanding and Managing Risk* deals with a narrower issue—thinking through expected risks and taking actions to mitigate those risks at the start of each phase of the implementation process. Chuck's article is based on a case at Dow Corning as well as his 30 years of experience in the field both as an academic and a consultant.

### The Other Articles

While the two other articles deal to some extent with issues of the management of change, their focus is on innovative approaches to the use and management of IT. Piccoli, Bass and Ives examine Lands' End's move into customization of clothing for each customer. Equally important, they provide a thoughtful approach to assessing the sustainability of IT-driven competitive advantage using Lands' End as an example. Mary Lacity, David Feeney and Leslie Willcocks have spent many years studying outsourcing. Their paper *Transforming a Back-Office Function: Lessons from BAE Systems' Enterprise Partnership* provides a look into a new, partnership-oriented, method of outsourcing as well as a very instructive discussion of the pros and cons of five different approaches to outsourcing.

Sincerely,

Jack Rockart