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Message from SIM

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MESSAGE FROM SIM

The articles in this issue provide the IT Executive with valuable insights on topics of both continuing and emerging concern.

Professors Jerry Luftman and Eph McLean, long-time SIM Executive Board members, conducted an issues survey of our membership and compared it to other SIM and conference board surveys across the years. It provides an industry's perspective of what has changed and what has remained on top of mind for IT and business executives. The perennial concern, IT and business alignment, is explored in greater depth.

The paper on outsourcing describes the evolving relationship between a leading US financial services company and a major IT services firm in India. This is a must-read for any company currently or contemplating outsourcing. It contains rich examples of managerial issues such as cultural and geographic barriers, reactions of the US workforce, and dual accountability. Professors Kaiser and Hawk then provide recommendations for creating a co-sourcing relationship based upon their extensive research of outsourcing models.

The ethics paper by Professor Smith gets to the heart of a key dilemma in our industry: Now that we have the means to collect and analyze previously disparate information about entities such as consumers, what are the right purposes for its use? Adam Smith (perhaps a distant ancestor of Professor Jeff Smith?!) saw "freedom of information" as a cornerstone to effective free enterprise, and yet the public rightfully detests the intrusive ways some businesses use it for profit. The paper expands upon Professor Smith's article in *MIT Sloan Management Review* to frame the ethical dilemma around a stockholder- versus-stakeholder view.

And last, but certainly not least, is Warren McFarland's delightful discussion of Information Technology in China via an interview with Jack Rockart. His very enlightening perspective on global competitive dynamics in our industry offers some eye-opening predictions for physical location of competencies.

Since its inception, MISQE has published 24 articles in six issues. They are all accessible to SIM members via the Resources tab of SIMnet.org. Our thanks goes out to the authors and editors for their tireless energy to produce such fine work. We will shortly conduct an electronic survey of our members to get your feedback on the value MISQE brings to the practitioner community and to help us select topics and formats of greatest interest to you.



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