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Editor's Comments

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EDITOR'S COMMENTS

If you had time to read only a few MISQE articles, which ones would you read? Here is a suggestion. During the past three months, Senior Editor Cynthia Beath asked the 42 members of the MISQE editorial board to evaluate the articles published through 2004 on the stated criteria by which we judge articles. We look for an article that:

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

Each board member evaluated all the articles in one issue. All articles were evaluated by 3-6 board members. Each person was asked to identify the “best” articles--those that clearly exemplified the type of article that we most wish to publish. Interestingly, as you read the “top ten” list below, you will notice that there are both a number of case-based articles and an almost equivalent number of articles based on multiple-company research. The McFarlan interview is the only article fitting neither camp.

Here are the articles listed in the order they appeared in MISQE:

- Principles and Models for Organizing the IT Function Ritu Agarwal, V. Sambamurthy March 2002 (Volume 1, Number 1)
- The Maturation of Offshore Sourcing of Information Technology Work Erran Carmel, Ritu Agarwal June 2002 (Volume 1, Number 2)
- How CIOs Manage IT During Economic Decline: Surviving and Thriving Amid Uncertainty Dorothy Leidner, Robert Beatty, Jane Mackay March 2003 (Volume 2, Number 1)

- Creating a Strategic IT Architecture Competency: Learning in Stages Jeanne Ross March 2003 (Volume 2, Number 1)
- A Post-Merger IT Integration Success Story: Sallie Mae Carol Brown, Greg Clancy, Rebecca Scholer March 2003 (Volume 2, Number 1)
- Transforming A Back-Office Function: Lessons From BAE Systems' Experience With An Enterprise Partnership Mary C. Lacity, David Feeny, Leslie P. Willcocks September 2003 (Volume 2, Number 2)
- Vigilant Information Systems for Managing Enterprises in Dynamic Supply Chains: Real-Time Dashboards at Western Digital Robert Houghton, Omar A.El Sawy, Paul Gray, Craig Donegan, Ashish Joshi March 2004 (Volume 3, Number 1)
- China and Information Technology: An Interview with Warren McFarlan From the Harvard Business School Warren McFarlan, Jack Rockart June 2004 (Volume 3, Number 2)
- Sustaining Competitive Advantage through a Value Net: The Case of Enterprise Rent-A-Car G. Premkumar, Vernon J. Richardson, Robert W. Zmud Dec 2004 (Volume 3, Number 4)
- Modernizing Retailing Worldwide at the Point of Sale Claudia Loebbecke Dec 2004 (Volume 3, Number 4)

THIS ISSUE

In this issue, we have four articles that, hopefully, will wind up one day on a “ten best” list. The first is an analysis of the SIM 2004 survey of the top management concerns of SIM members. I am told that several IT professors teaching introductory courses have used the 2003 survey in their classes. Here, therefore, is the 2004 survey for this year's classes. Interestingly, business alignment remained #1 on the list. Perhaps more interesting is that “attracting, developing, and retaining IT professionals,” which had been #4 in 2003, has moved up to #2. As more lower-level IT jobs are outsourced globally, the care and feeding of core IT personnel has become critical. Jerry Luftman describes these and other findings in appropriate depth.

Capping off a decade of study of understanding the organization's view of the CIO, Michelle Karst-Brown provides an analysis of the assumptions about IT held by each sub-part of an organization and their effect on the way the CIO is perceived. Five major categories of assumptions are highlighted. They interact in interesting ways to provide a view of the CIO.

A decade ago, in the 1994 SIM survey, Security and Privacy was nowhere on the list of management concerns. In both 2003 and 2004, it is the third major concern. Goles, White and Dietrich report in "Dark Screen" of a year-long cyber security exercise conducted in San Antonio, Texas. Designed to help private and governmental managers come to grips with inter-organization security issues, the exercise brought about the recognition that new modes of cooperation among the participants were vitally needed.

Finally, we present an interesting thought piece on the future of CMR. Based on research into the use of CMR in multiple companies, the authors note the several factors they see that are leading to consumer control of information. The convergence of these factors, the authors suggest, are beginning to make it feasible for "customers to collect, store, and manage much more comprehensive and accurate profiles of their commercial activities than any individual company could." This will lead, the authors believe, to a time when consumers will be in control of their interactions with firms.