

2-8-2008

Message from SIM

Ray Hoving

Society for Information Management, ray@rayhoving.com

Follow this and additional works at: <https://aisel.aisnet.org/misqe>

Recommended Citation

Hoving, Ray (2008) "Message from SIM," *MIS Quarterly Executive*: Vol. 4 : Iss. 2 , Article 2.

Available at: <https://aisel.aisnet.org/misqe/vol4/iss2/2>

This material is brought to you by the AIS Journals at AIS Electronic Library (AISeL). It has been accepted for inclusion in MIS Quarterly Executive by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

MESSAGE FROM SIM

The invention of the computer and its utility through the Internet has had a profound impact on business and society. The first two articles in this issue discuss managing the ubiquitous nature of the Internet on very different dimensions.

The article about CMI provides a positive outlook on “knowledge is power” by placing consumers in the driver’s seat, with control of who has access to their buying patterns and preferences.

“Dark Screen”, on the other hand, reminds us of the perils we face when tethered to the Internet: “If you build it, someone will try to break it.” Both articles give us great insight into mastering this extremely powerful environment.

The SIM Key Issues Survey has been a valuable component of our services for years. The results help practitioners keep tuned to current issues and opportunities. The survey enables academics to focus their research on relevant topics. It also provides an opportunity for SIM volunteers, like Jerry Luftman, to share their expertise in critical areas such as IT/Business Alignment.

The article on assumptions about IT takes the alignment issue through intriguing case studies of Alpha and Gamma Corporations. It defines underlying causes that support and detract from the IT/business partnership. It shapes the appropriate role of the CIO based upon those underlying situations in each organization.

MISQE is now in its third year of publication, having generated 40 articles since its inception. Hats off to the volunteers in the academic and business committees for providing such an excellent source of insight to help shape our profession.

Please offer your comments on the value of MISQE to your work and the IT professional community.



MISQE Senior Advisory Editor,
Society for Information Management
Office: (610) 298-8167
Email: Ray@RayHoving.com
Website: <http://www.RayHoving.com>