

MESSAGE FROM SIM

Of the 100 or so articles published by *MISQE*, none has been as “far-fetched” as “Business Implications of Virtual Worlds and Serious Gaming.” It is worth a serious read.

I remember talking to Professor Blake Ives (co-author of the above article) in the early 90s. Blake was excited to tell me about this new technology called the World-Wide-Web and the Internet. He said it would have far-reaching implications for business, and I really should give it a look. Being a busy IT manager at the time, I thanked Blake for the heads up but didn’t do much about it.

Now Blake and SIM’s Advanced Practices Council (APC) are giving us a similar heads-up—this time about virtual world business applications—thanks to their keen insight and solid research process. I won’t make the same mistake twice!

The Advanced Practices Council is an exclusive forum for senior IT executives who value directing and applying pragmatic research, exploring emerging IT issues in-depth, and hearing different, global perspectives from colleagues in other industries.

Founded in 1991 by Warren McFarlan of the Harvard Business School, the APC provides leading-edge, practical research from such top universities as Harvard, MIT, Boston University, and University of Southern California. Grounded in thought leadership and member-directed research, and designed to stimulate strategic solutions for common business issues, the APC is ideal for C-level executives who are looking to achieve superior business results.

The APC has been very generous through its policy of keeping the research results closed to its members for only six months, at which time, it can be shared with the SIM membership and *MISQE*. It is another great example of the partnership between the SIM practitioner and the academic thought leaders.

Please consider joining SIM, if you haven’t already. Also, please join us for the annual SIMposium, to be held in Orlando November 9-12, 2008. You can contact SIM headquarters at (312) 527-6734, or visit www.SIMnet.org.



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