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## Message from SIM

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## MESSAGE FROM SIM

In an era of 15-second Super Bowl ads, IM's, sound bites, bullet points or visuals with no substance, and catchy phrases, it is refreshing to see conclusions based on relevant research. We have been blessed with a team of academic volunteers who give freely of their time to cover hot IT topics with cold facts. This gives current and aspiring practitioners insights based on real analytical evidence instead of conjecture.

This issue is a classic example of research in motion for the good of the profession. It is the most comprehensive yet, out of all the many *MISQE* issues that have been produced since its inception almost ten years ago.

It contains the SIM Paper Award first place winner that takes operational analytics to new heights as UPS Brown goes green.

Jerry Luftman has again summarized the key issues for IT executives as part of SIM's 30-year commitment to survey its members.

Madeline Weiss gives us the SIM Advanced Practices Council view on innovation, as yet another wonderful service thanks to funding from a select group of companies and organizations.

Professors Hirschheim, Welke, and Schwarz have tackled the elusive subject of service-oriented architecture (SOA) and provide genuine substance through a maturity model.

Professors Wu and Zmud help us understand the values and pitfalls from usage of temporary IS project personnel.

Professors Sia, Lim, and Periasamy provide an excellent international perspective on switching IT outsourcing suppliers.

And finally, Omar El Sawy shared his opportunity to interview Peter Keen, an icon in our industry, to gain his perspective on the classic CIO/CxO interrelationship issues.

I am proud to have been affiliated with *MISQE* over these years, and look forward to seeing continued contributions for the benefit of our profession.

Ray Hoving  
SIM Advisory Board Editor  
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