

Editor's Comments

Beginning with this September 2012 issue, we are pleased to be inaugurating a new template for *MISQ Executive* articles. Readers already familiar with our journal will notice that each article now begins with a succinct lead-in that emphasizes the article's contribution to our knowledge base as well as its relevance to our targeted IS audiences. The new template also includes several other formatting changes to increase overall readability. I would like to personally thank our publisher (Alan Dennis) for initiating the template change, our senior editors and production editor for their inputs, and especially our current managing editor (Randy Minas) for developing and revising the new template in response to multiple reviews and reviewers.

The first article in this issue, "IT Consumerization: When Gadgets Turn Into Enterprise IT Tools," sheds light on the opportunities, and challenges, faced by today's IT leaders as they wrestle with designing organization-specific responses to capture the benefits and minimize the risks associated with consumer technologies used by their workforce. Co-authors Harris, Ives, and Junglas share the insights they have gained about a continuum of approaches, including four "middle-ground" strategies that can be used alone or in combination. The article is also a great example of field survey and interview research conducted by a for-profit research unit in Accenture in collaboration with university faculty on an emerging IT management issue.

The second article, "Vehicle Telematics at an Italian Insurer: New Auto Insurance Products and a New Industry Ecosystem," provides an in-depth case description of how new industry partnerships were forged to leverage wireless telematics technologies and data analytics to create new products and services valued by today's consumer. This article is also an example of a research collaboration with academics from multiple universities (Vaia in Italy, Carmel and DeLone in the U.S.) and lead managers in the industry partnership (Trautsch at the systems integrator, Menichetti at the auto insurer). As part of the article development process under an *MISQE* editor, the authors have also derived some

key insights for IT leaders in other industries about seeking out new and existing business partners to create new products and services that generate business value, as well as social value.

Green IT goals are being embraced not only by IT industry players, but also by many client firms across the globe. The three Korean co-authors (S.-H. Park, J.Eo, and J.J. Lee) of our third article, "Assessing and Managing an Organization's Green IT Maturity," share with us a validated framework that organizations in multiple industry sectors can use to measure their current green IT performance, assess their green IT maturity levels in five common categories, as well as prioritize future initiatives. The 64 indicators and five categories in the framework can be weighted to best align the metrics with organization-specific sustainability objectives.

As a group, the articles in this issue reflect our editorial goal of working with authors to develop promising papers based on recent field research that have the potential to be immediately useful to IT leaders working in multiple industries.

We encourage all readers interested in "big data" enterprise research issues to join us face-to-face for the 2012 pre-ICIS SIM Academic Workshop being held on Saturday, December 15th, in Orlando. Registration information, as well as the call for papers, can be found on the *MISQE* website: www.misqe.org.

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