

Message From SIM

I am pleased to provide some introductory comments for the September 2012 issue of *MIS Quarterly Executive (MISQE)*. I have been a SIM member for years, and I am excited about the possibilities for SIM's future. If you are already a SIM member, please reach out, say hello, and increase your network. If you are not a SIM member, please take a look at your local chapter's activities and consider getting involved.

SIM and *MISQE* have enjoyed a long relationship. *MISQE*'s mission is to provide research that impacts practice. *MISQE* research is based upon rigorous scholarship and provides thought leadership by using research strategies which address "real-world" issues that are of concern to IT leaders and can impact best practices in IT management.

The articles in the September issue of *MISQE* address emerging issues of high relevance to IT leaders. In the article entitled "IT Consumerization: When Gadgets Turn into Enterprise IT Tools," Jeanne Harris, Blake Ives, and Iris Junglas describe the challenges that IT leaders face when employees bring computer tablets, smartphones, and other mobile devices into the workplace. The article addresses the key questions: How should IT leaders respond? Faced with the "consumerization" of IT, how can IT minimize security risks and capitalize on the business benefits of this trend?

The second article, "Vehicle Telematics at an Italian Insurer: New Auto Insurance Products and a New Industry Ecosystem," describes how an Italian insurer partnered with a telematics firm to use a customer's driving and risk profile as a decision-making tool for an auto insurance company. The telematics technology enables the collection, transmission, and analysis of data collected from a device installed in a motor vehicle. Telematics technology has enabled the insurer to offer "pay as you drive" insurance based upon actual driving behavior.

The third article, "Assessing and Managing an Organization's Green IT Maturity," authored by Sang-Hyun Park, Jaekyung Eo, and Joosung Lee, addresses the "green IT" agenda. They provide a framework to enable organizations to assess their level of "green" maturity. Based on findings from

a survey of Korean firms using the framework, the authors offer guidelines for achieving "green" IT priorities.

We are sure that you will benefit from the insights and best practices shared in these articles. You may be interested in other SIM activities and initiatives:

- The Regional Leadership Forum (RLF) is in its 20th year of providing an excellent ten-month leadership development program that is the go-to program for IT leaders.
- The Advanced Practices Council is the only program of its kind that combines the benefits of leading-edge research, global and strategic perspectives of peers across multiple industries, and an intimate network of trusted advisers.
- The strength of SIM is built on the foundation of its local chapters. You can find out more about Chapter activities at the SIM web site: www.simnet.org
- Our annual SIMposium brings together IT leaders to discuss best practices and strategic initiatives.

Please remember to join us at SIMposium 2012, October 28 – 30th, at the Gaylord Texan, Dallas, Texas. Visit www.simposium2012.org/ to learn more and register.

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