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## Editor's Comments

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## Editor's Comments

During the summer months, several of *MISQE's* Senior Editors will be attending AIS conferences in Europe, Asia, and the Americas. Some of these conferences include sessions designed specifically for conference attendees to learn more about the missions, editorial boards, and peer review processes of AIS-affiliated journals (including *MISQE*) and other North American and non-North American journals. *MISQE* is unique among other IS academic journals in that its mission requires senior editors and reviewers experienced in practice-oriented research who can judge the contribution of an article submission from not only an academic lens but also a practice lens.

The first article in this issue is based on multiple field research methods: field surveys, one-on-one interviews, and as well as workshops with IT leaders on multiple continents. In "The Future of the CIO in a Digital Economy," CISR chairman Peter Weill and research scientist Stephanie Woerner at MIT's Sloan School of Management share their aggregate findings about how IT leaders are reallocating the time that they spend on more traditional IT services activities to those that are more likely to enable their businesses to effectively perform in an increasingly digitized environment. Based on their analyses of CIO-reported data, the authors identify four CIO types according to their key activities, effective IT governance mechanisms, and performance metrics for their organizations. They also provide short case examples for each CIO type, and offer guidelines for how other CIOs can successfully transition from a traditional IT services role.

The second article, "Building Thought Leadership through Business-to-Business Social Media Engagement at Infosys," is jointly authored by Don Heath, Rahul Singh, and Larry Taube of the University of North Carolina at Greensboro and Jai Ganesh, a principal research scientist at Infosys. The focus of this article is an in-depth case study about how an early adopter of B-to-B social media has engaged with key business stakeholders. The reported benefits for Infosys include not only increased brand awareness and gains in business intelligence, but also the co-creation of content of strategic importance.

Thompson Teo of the National University of Singapore and Sojung Lucia Kim, a principal researcher at the National Information Society Agency of South Korea, are the co-authors of the third research article in this issue entitled "Lessons for Development Framework Ecosystems from South Korea's e-Government Open Source Initiative." This article is based on a paper that was a second place winner in SIM's annual paper competition for 2012. In addition to detailing the framework development process for this particular e-government ecosystem of private and public organizations, the authors offer a set of six lessons for managing this type of open source initiative for ecosystems in general, and recommended practices for acting on these lessons.

This issue also includes a report of a SIM-sponsored study conducted by Barbara Wixom, entitled "Maximizing Value from Business Analytics," which is co-authored by GUESS?, Inc., CIO Michael Relich and director of business intelligence Bruce Yen, who spearheaded the iPad app initiative that is described in this article.

As this issue goes to press, the *MISQE* editors will be selecting a topical theme for the 2013 pre-ICIS Academic Workshop sponsored with SIM to be held in Milan, Italy. This will also be the theme of an *MISQE* special issue to be published in 2014. Please look for the submission announcements as well as the pre-ICIS workshop registration details. These workshops provide a special opportunity for not only knowledge sharing on an important IS management topic, but also interacting with experienced practice-oriented researchers.

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