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Message from SIM

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Several of the most relevant issues to IT leaders include managing business analytics, social media, open source, and future roles and responsibilities. These topics are all addressed in this issue of *MIS Quarterly Executive*. *MISQE* plays an important role in providing research that impacts practice. This thought leadership is very useful to IT leaders who can benefit from understanding best practices and frameworks for positioning key issues.

The first paper, entitled "The Future of the CIO in a Digital Economy," describes new and emerging roles for the CIO. The authors, Peter Weill and Stephanie Woerner, describe how CIOs can go beyond their role in managing IT services to driving business value. Several emerging roles enable the CIO to contribute to business process optimization, electronic linkages with customers, and shared services.

The challenge of how to leverage social media for B-B companies is addressed in a paper entitled, "Building Thought Leadership through Business-to-Business Social Media Engagement at Infosys." The author team presents a 5-step framework and then applies it to Infosys's use of social media to engage its customers in managing its market directions and future strategy.

The issue of open source software is addressed in a government context in a paper entitled, "Lessons for Software Development Ecosystems: South Korea's e-Government Open Source Initiative." The paper, authored by an academic-practitioners team, received recognition as the "Second Place" Award Winner in the 2012 SIM Paper Competition. In their paper, Thompson Teo and Sojung Kim contribute a number of lessons learned associated with open source development.

Finally, business analytics is one of the top issues in the IT field, and was the theme for the 2012 SIM Academic Workshop in Orlando, Florida on December 15, 2012. The paper, "Maximizing Value from Business Analytics," provides a framework and recommendations for how IT leaders can maximize the value of their investments in business, based on a study for SIM's Advanced Practices Council. The December 2013 issue of *MISQE* will be totally devoted to enterprise issues related to business intelligence and analytics (icluding big data).

In conclusion, let me highlight a few of the activities within SIM.

Boston IT Party 2.0 – the 45th Annual SIMposium

The technology revolution is brewing in Boston, and the Society for Information Management is "serving it up hot" November 10-12, 2013. This is the event where influential CIO's, CTO's and Senior IT executives gather for peer-to-peer interaction, education, leadership development, and networking opportunities. Building on the past success of this event, SIMposium provides an opportunity to share best practices, develop alliances, and build a network among the best in the industry.

Future Potential of IT

Since 2005, when the Society for Information Management (SIM) published a paper called "Trends and Implications for the IT Workforce," the organization of IT executives and thought leaders has been encouraging a renewal of student interest in IT careers as a strategy for increasing the IT pipeline. Originally targeted at college students, the program revisited at this year's SIM conference in Dallas took a more urgent and inclusive tone that has expanded to include younger students and more activities.

SIM is now in the process of putting up some pages on our www.simnet.org dedicated to STEM initiatives. We're putting up a LinkedIn subgroup to our SIM Connect group and are in the process of inviting people with an interest in STEM to join the dialogue there. [Note: STEM stands for Science, Technology, Engineering, and Mathematics.]

These activities and initiatives are all energized by IT leaders representing SIM Chapters across the country. We value the participation and commitment of academic professionals and industry leaders toward innovation and improved organizational growth & performance through information technology.

Steve Hufford
SIM Chief Executive