

12-1-2013

Message from SIM

Steve Hufford

SIM Chief Executive, steve.hufford@simnet.org

Follow this and additional works at: <https://aisel.aisnet.org/misqe>

Recommended Citation

Hufford, Steve (2013) "Message from SIM," *MIS Quarterly Executive*: Vol. 12 : Iss. 4 , Article 2.

Available at: <https://aisel.aisnet.org/misqe/vol12/iss4/2>

This material is brought to you by the AIS Journals at AIS Electronic Library (AISeL). It has been accepted for inclusion in MIS Quarterly Executive by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Message From SIM

Each year, the SIM Academic Workshop provides a forum for presentation, discussion and exchange of ideas on a theme chosen by the editors of *MIS Quarterly Executive*. Big Data was the theme for the Pre-ICIS 2012 SIM Academic Workshop in Orlando, Florida, and the papers in this issue are on this same theme.

“Exploiting Big Data from Mobile Device Sensor-Based Apps: Challenges and Benefits,” by Daniel O’Leary, University of Southern California, addresses the challenges with generating data from mobile devices. The article uses the case study of “Street Bump,” a mobile device application that the City of Boston uses to facilitate road infrastructure management.

“The Evolution of Information Governance at Intel,” authored by Paul Tallon, Loyola University, James Short, University of California San Diego, and Malcolm Harkins, Intel Corporation, describes Intel’s initial governance model for managing big data. The key to their information governance is the development of the “Protect-to-Enable” approach to balance the need to protect data with data accessibility.

“Crowdsourcing: How to Benefit from (Too) Many Great Ideas,” authored by Ivo Blohm, University of St. Gallen (Switzerland), Jan Marco Leimeister, University of St. Gallen Switzerland, and Helmut Krcmar, Technische Universität München, addresses the challenges and opportunities associated with implementing crowdsourcing platforms and with mining the business value of crowdsourced data.

“Data Monetization: Lessons from a Retailer’s Journey,” by Mohammad Najjar and William Kettinger, University of Memphis, shares lessons learned that can help companies with data monetization. In the current landscape of big data, business analytics, and cloud computing, the feasibility of data monetization has become more achievable.

The process of using the workshop as a method to develop papers for *MISQE* will continue this year with the Pre-ICIS 2013 SIM Academic Workshop. The topic of this year’s SIM Academic Workshop is “The Business Payoff of Cloud Services.” Sponsored by the Society for Information Management and *MIS Quarterly Executive*, this workshop will be held on Saturday, December 14, 2013, 10:00 AM – 5:00 PM at Universita Bocconi, Milan, Italy. Program

Chairs Jan Damsgaard, Copenhagen Business School, Bill Kettinger, University of Memphis, and Mary Lacity, University of Missouri, have created an outstanding program consisting of 12 presentations and facilitated discussions by *MISQE* editors. For details, see the web sites: www.simnet.org, icis2013.aisnet.org, and misqe.org

SIMposium 2013, “The Boston Tea Party” was held in Boston between November 10 and 12, 2013. The keynote speakers were Clayton Christensen, Harvard Business School and author of *The Innovator’s Dilemma*, and Martha Heller, author of *The CIO Paradox*. Over 650 CIO’s and IT leaders participated in SIMposium, and the program was sponsored by 26 corporate sponsors.

At SIMposium 2013, the SIM Best Paper Award was presented to authors Chetan S. Sankar, Auburn University, and Bill Rushing, Vice President, R&D, Berntsen International, Inc. for their paper entitled: “Critical Role of IT In Improving Disaster Management by Digitizing Utility Facility Objects (DUFOS).” Several other papers submitted to this year’s SIM Best Paper competition were also awarded honorable mentions.

SIM leaders are also working on strengthening the partnership between academic professionals and SIM IT industry leaders in order to identify effective strategies to recruit talented students into the IT workforce. SIM Chapters are undertaking a number of innovative initiatives and projects in IT workforce development.

Please don’t hesitate to contact Mary Sumner, SIM Academic Lead, to share your “best practices” in IT workforce development and to learn more about how you can partner with SIM Chapter Leaders to design and implement partnerships aimed at improving the IT workforce pipeline.

Steve Hufford
SIM Chief Executive