

Editor's Comments

I begin this editorial on a sad note, that of the news of the passing of John F. (Jack) Rockart, *MISQE's* first editor-in-chief. All of us at *MIS Quarterly Executive* are saddened by Jack's death. Among Jack's close colleagues is Jeanne Ross, *MISQE's* second editor-in-chief. Jeanne has written the following:

Jack Rockart (1930–2012)

As he was retiring from MIT Sloan in 2002, Jack agreed to shepherd this new journal through its tentative first years. He provided insight, advice, and great enthusiasm to his team of senior editors and, more importantly, early authors of *MISQE* papers. His leadership ensured that *MISQE* fostered high-quality, value-adding, practice-based research, a passion he had pursued throughout his career. He worked tirelessly to strengthen the relationship between *MISQE*--and IS academics--with the Society for Information Management, *MISQE's* initial sponsor. When he retired from the EIC role in 2005, *MISQE* was already positioned as an important journal in our field and a valued source of teaching material by many IS faculty. And he never really retired. He continued to serve as an advisor to the EIC and as SE and coach to authors until he fell ill in 2011. Jack was one of the founders of the IS field and his mentorship of many current IS leaders ensures that his impact will be felt for years to come. We are grateful for all his contributions to *MISQE* and the IS field, and even more, for his presence in our lives.

The editorial team dedicates this issue to the memory of Jack, whose vision and authenticity will leave a lasting mark on our field and in the lives of many people.

When *MIS Quarterly Executive* was established in 2001, I was very happy to see a journal dedicated to high quality, practice-oriented IS research. Since the discontinuation of the Application section of *MIS Quarterly* in 1999, there had been a void for those pursuing rigorous yet highly relevant IS research. Relevance in our academic journals had been largely relegated to a few perfunctory sentences in an obligatory implications section at the end of a long discussion of theoretical contribution.

Shortly after I saw the announcement about the inception of *MISQE*, I contacted Jack Rockart

with a question about a potential project that I wanted to target for the new journal. He wisely and gently steered the project in a different direction. The paper that resulted from that project appeared in the journal's second year. Prior to that project, I had done little that could be classified as practice-oriented research. Coming on the heels of several years of deep immersion in theory, the project convinced me of the value of practice-oriented research as much for academicians as for practitioners

I am an avid reader of *MISQE* and what I have enjoyed most about *MISQE* over the years, is that it is highly readable. In fact, I find that I can read a full issue in about an hour during which time I am exposed to succinctly worded and cleverly depicted new insights. For me, *MISQE* is a venue in which to publish current IS issues that are not yet mature enough to be conducive to intense theoretical testing or large-scale quantitative evaluation.

I greatly appreciate the mission of *MISQE* and it is an honor to follow in the footsteps of Jack, Jeanne and Carol. Central to the goals of *MISQE* is to increase the quality and impact of practice-oriented academic research. Towards this end, it is helpful to know how *MISQE* is being used by our readers. If you have a moment to complete an eight question survey on the way that *MISQE* articles are used to inform teaching and research, please visit the following URL:

<http://bit.ly/MISQEsurvey>

Whether you are considering submitting an article to *MISQE* for the first time or are a seasoned *MISQE* author, please consider participating in the HICSS48 minitrack on practice-oriented research. The submission deadline is June 15, 2014. The conference will be held January 5-8, 2015 on the beautiful island of Kauai. I am co-chairing this minitrack and am hoping to work with authors of accepted papers to further enhance the paper for publication in *MISQE*. Please consult the *MISQE* website and HICSS-48 websites for details.

The first article in this issue, "A Cubic Framework for the Chief Data Officer: Succeeding in a World of Big Data," by Yang Lee, Stuart Madnick, Richard Wang, Forea Wang, and Hongyun Zhang describes an emerging executive

whose role is to help an organization obtain value from the wealth of data that can quickly inundate an organization that does not have a system in place for managing big data. The authors describe the multi-faceted role of CDO and provide an assessment tool to help organizations evaluate where they are and where they need to go with Big Data. For further reading on Big Data, the reader is referred to the December 2013 special issue on Big Data.

The second article, "IT Project Estimation: Contemporary Practices and Management Guidelines," by Ryan Nelson and Michael Morris provide evidence of the maxim "plus ça va, ça va" in the context of IT project estimation. Comparing their results to that of a seminal study conducted over 20 years ago, the authors find that project estimation is as plagued with problems today as it was in the 1980s. The authors discuss the implications of new development methods for project estimation and provide guidelines for improving IT project estimation.

The third article, "Cloud Services Practices for Small and Medium-Sized Enterprises" by Mary Lacity and Peter Reynolds provides insights into how small and medium sized organizations obtain economic and business value from cloud computing. The authors describe four SMEs that have built their IT services around cloud. The cases trace the decision to move to the cloud to the selection of the cloud provider and the particular services that were moved to the cloud. Through the case, the authors provide evidence of the value of cloud computing for SMEs and make suggestions for overcoming the cloud challenges faced by SMEs. We look forward to the December 2014 special issue on Cloud Computing, which will complement and extend the insights from this article.

The issue closes with a SIM-APC report titled "Separating Signal from Noise: Evaluating Emerging Technologies" by Amrit Tiwana. One issue that has always had, and will always have, relevance to IT managers is that of deciding if, when, and how much to invest in emerging technologies. This SIM-APC report describes a framework for evaluating new technologies.

In closing, I would like to announce some additions to the editorial board. We welcome Mary Lacity (University of Missouri, St. Louis) as a Senior Editor. Mary has previously served

a term as Senior Editor and we are extremely grateful that she is willing to serve again. Mary is an outstanding researcher with a keen eye for framing and positioning papers. We will benefit greatly from her service. We also welcome a new editorial board member: Hope Koch (Baylor University). Hope has published in *MISQE* and has been a regular participant and enthusiastic supporter of our pre-ICIS workshops. She has excellent ties to industry and will be a wonderful addition to our board.

Dorothy E. Leidner
Editor-in-Chief
(Dorothy_Leidner@baylor.edu)