

## Message From SIM

*MISQE* provides research that impacts practice and can provide valuable insights for senior information technology leaders, chief information officers, IT strategists, and SIM members. The research here takes case studies from industry and develops frameworks which model and share best practices and lessons learned. Most important, the research appearing in *MISQE* supports a partnership between industry leaders and academic professionals.

In this edition of *MISQE*, the topics include cloud services, big data, IT project management, and assessing emerging technologies. All of these timely topics are relevant to IT leaders and decision-makers.

In their article, "Cloud Services Practices for Small and Medium-Sized Enterprises," Mary Lacity and Peter Reynolds describe the business benefits of cloud services from the standpoint of SME's (small and mid-sized enterprises). These benefits include cost avoidance, cost savings, rapid development, scalability, and better security as compared with in-house information technology services.

Big data is a prevalent issue for many IT leaders. In their article entitled, "A Cubic Framework for the Chief Data Officer: Succeeding in a World of Big Data," Lee, Madnick, Wang, Wang, and Zhang describe the emerging role of the Chief Data Officer. The role of the Chief Data Officer includes internal roles, such as assessing organizational data, and external roles, such as safeguarding external data and reporting. Other roles are partitioning traditional data from transactions-based systems from big data from data warehouse environments and using data sources strategically. The authors present a framework for understanding the role of the Chief Data Officer and its value.

Information technology project management continues to be a major challenge, and Ryan Nelson and Michael Morris address the challenge of project estimating in their article, "IT Project Estimation: Contemporary Practices and Management Guidelines." Based upon the poor track record of IT project estimation over a long period of time, the authors recommend guidelines for improving estimating in emerging agile development environments along with traditional "waterfall" projects.

A unique and interesting article on evaluating emerging technologies offers a new look at how CIO's can select which technologies show promise and should be invested in. Amrit Tiwana, in his article "Separating Signal from Noise: Evaluating Emerging Technologies," identifies sources of "noise" and describes frameworks for assessing emerging technologies which can provide value.

This is to share several interesting activities and initiatives within SIM and the SIM Chapters.

SIM Leaders continue to spearhead the STEM (Science, Technology, Engineering, and Mathematics) initiatives to recruit talent into these fields, including information technology and to fill the IT workforce pipeline. A number of innovative model programs address this issue and appear at the [www.simnet.org](http://www.simnet.org) web site in the Outreach link.

The Call for Papers for the SIM Best Paper Award for 2014 has been published and we encourage submissions which highlight the work of industry/academic author teams and share case studies and best practices which are of interest to IT leaders, CIO's, and business leaders using information technology strategically. Please contact Mary Sumner at [msummer@siue.edu](mailto:msummer@siue.edu) or Veronica Sullivan at [vsullivan@simnet.org](mailto:vsullivan@simnet.org) if you would like to learn more about the guidelines for the 2014 SIM Best Paper Award.

SIM, the Society for Information Management, and AIS, the Association for Information Systems, are partnering on a number of initiatives. The SIM Booth at AMCIS 2013 in Chicago drew over 200 academic professionals. Similarly, the AIS Booth at SIMposium 2013 in Boston drew a great deal of interest by SIM members and SIM Chapter Leaders.

Wishing you the best in 2014. Please don't hesitate to join the activities and events within the SIM Chapter in your region and get involved in supporting leadership in information technology.

Steve Hufford  
*SIM Chief Executive*