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Editor's Comments

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Editors' Comments

Dear Readers,

As our June issue is being finalized, many *MISQE* authors, readers and editorial members are serving as associate editors and/or reviewers for the inaugural practice-oriented research track at ICIS being chaired by Martin Mocker and Huseyin Tanriverdi. Thank you for your commitment to advancing practice-oriented research. Your efforts are so valuable to the academic community. And thank you to those who submitted to the track. The track received around 45 submissions, a promising indication of the interest and potential for practice-oriented research to work its way into the mainstream of IS conferences.

As part of our efforts to make practice-oriented research as accessible as possible, the editorial staff of *MIS Quarterly Executive* is pleased to announce the publication of 5 new special "theme books." These theme books are compilations of past high-quality *MISQE* articles published on a variety of topics, including:

- Social Media
- Outsourcing
- IT Governance
- Business Analytics
- Privacy and Security

The books, each of which contains 8-12 articles, are available for purchase on Amazon.com for \$20.00. Here is the link to browse or purchase: http://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Mis+Quarterly+Executive&search-alias=books This link is also permanent on the home page of the *MIS Quarterly Executive* website, misqe.org.

In this issue, we have two articles. The first is a case study of a European fashion company's transition to omnichannel retailing. In this case study, authors Rina Hansen from Copenhagen Business School and Sia Siew Kien from Nanyang Technological University describe Hummel's digital transformation led by a recently hired Global Head of Digital. The transformation strategy had four key thrusts: aligning online branding globally, enhancing e-commerce support for B2B partners, building the omnichannel customer community and complementing the physical store experience. The article explains the new capabilities that Hummel needed to acquire

in order to achieve this transformation as well as the benefits of the omnichannel strategy.

The second article in this issue, by Kirsten E. Martin of George Washington University, is a practice-oriented review of ethical issues in the big data industry. For any review paper, there are two primary sources of data: the findings from previous research (e.g., the literature itself) and the author's insights into the phenomenon in question. Of these two, the latter is the most important in making a contribution. In the case of a theory-oriented literature review, the insights drawn push theory and theorizing in a new direction. In the case of a practice-oriented review, the insights offer new implications for practice and, as a consequence, open new areas of research. Whether the review is a theory-oriented or practice-oriented review, the readers have the most to gain when the authors are able to rise above the "data" in the form of what is currently known, and offer their insights into the implications for theory or practice. A practice-oriented review should not only identify issues on the horizon, but also provide suggestions to organizations on how to handle the issues. The article, "Ethical Issues in the Big Data Industry" does just this. The article provides a new conception of big data as an industry and analyzes what we know, and need to know, about big data ethics from an upstream and downstream perspective. The article identifies issues currently being created by big data and also ones that are on the horizon for many companies. The article then suggests some potential ways that organizations can be proactive in dealing with the economic and ethical challenges of the big data industry.

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