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Message from SIM

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Message From SIM

This issue of *MIS Quarterly Executive* features timely and relevant articles on corporate uses of social media, the use of industry advisory boards as a partnership between academic professionals and industry practitioners, and an interview with an executive coach who helps IT leaders achieve their leadership potential. These articles share common themes of innovation, partnership and leadership.

In the article entitled, “Enterprise Social Media: Current Capabilities and Future Possibilities,” Kane suggests two capabilities of social media. First, social media can create and facilitate social networks that enable sharing and collaboration, such as establishing connections within LinkedIn. Secondly, social media enables its users to find and access digital content, such as shared project history. This digital content can save time and enable groups to quickly get up-to-speed on projects and teams. The article provides frameworks which can be used to determine the enterprise applications of social media.

The second article, “Achieving Academic-Industry Collaboration with Departmental Advisory Boards,” demonstrates the value of collaboration between industry leaders and academic professionals. The benefits of advisory boards are clear. Industry gains an opportunity to provide input into academic programs that are preparing graduates for IT positions, and this process can make curriculum more relevant and applicable to industry needs. Universities gain benefits by gaining “real-world” input into content, projects and requirements in academic programs. Given the need to fill the IT workforce pipeline with talented graduates, the collaboration between IT industry leaders and MIS academic professionals is more important than ever. Establishing a partnership via the creation and management of industry advisory boards provides a foundation for bridging the gap between theory and practice.

IT leaders are gaining a “seat at the table” as a member of the leadership team in many organizations. IT strategy can drive business strategy, and IT leaders have a unique opportunity to play leadership roles in their organizations. Yet, many IT leaders need coaching to achieve these leadership roles. In the article entitled, “Moving Technology Leaders up the Influence Curve,” Milovich interviews Brian

Donovan, an executive coach who describes how he works with IT professionals to enable them to build leadership skills.

The SIM Academic Workshop was held in December, 2014, prior to ICIS 2014, the International Conference on Information Systems. The theme, “Enterprise Architecture,” was addressed by papers authored by researchers from both the academic world and industry. Selected papers from the SIM Academic Workshop will comprise a special issue of *MISQE* to be published in December 2015.

Another opportunity for academics to partner with IT professionals and SIM leaders is through the SIM Best Paper Award. The SIM Best Paper is a collaboration between academic and industry partners who produce research that is relevant to practice and re-applicable to other organizations. Please consult the SIM web site (http://www.simnet.org/?page=PA_Competition) for information about how to submit an abstract and paper for the 2015 SIM Best Paper Competition. Preliminary abstracts are due in May 2015.

MISQE bridges the gap between theory and practice by publishing research that impacts practice. All SIM members have access to *MISQE* articles, which are published quarterly. The *MISQE* articles can be accessed via the SIM web site (<http://www.simnet.org>) using the Members + *MISQE* link. In addition, *MISQE* articles are summarized in two-page Executive Summaries and podcasts, and these resources are also available via the SIM web site.

One of the major initiatives that SIM leaders and SIM Chapters have been involved in over the past year is the SIM branding and marketing communications initiative. The new branding will reinforce a common message: “SIM: Where IT Leaders Connect.” This branding is applicable to all SIM Chapters, and marketing collateral developed for the brand is re-usable and will send a uniform and consistent message. You may see the new re-branding and marketing materials on the SIM web site (<http://www.simnet.org>).

Wishing everyone involved in SIM success in leading IT.

Steve Hufford
SIM Chief Executive