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Editors' Comments

Dorothy E. Leidner
dorothy_leidner@baylor.edu

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Editors' Comments

From the Editor-in-Chief:

Dear Readers,

The September issue of *MIS Quarterly Executive* contains 4 articles, two of which form a special section comprised of papers that were initially submitted and accepted to the practice-oriented research track at the 2016 International Conference on Information Systems. The track chairs – Janis Gogan, Kristine Dery, and Brian Donnellan invited papers from the track to be further developed for *MIS Quarterly Executive*. They explain more about the track and the development of papers in their editorial introduction to the special section.

In addition to the two papers in the ICIS 2016 special section, there are two regular research articles. The first is a practice-based review by Hugh Watson on the topic of the cognitive generation of decision support. Hugh's is the third practice-based review published in *MISQE*. Kane (2015) and Martin (2015) published reviews on social media in organizations and big data ethics, respectively. Practice-based reviews are forward looking; the emphasis is on recommendations for how managers should prepare for what is coming. Unlike traditional academic reviews that describe what has been found and theorize about how past findings should influence current thought, a practice-based review looks beyond what is already known to envision what is to come. Hugh's paper provides an overview of how decision support technology has evolved since the 1980s, outlining five generations of decision support. He then explains how the use of artificial intelligence will dominate decision support in the burgeoning cognitive generation of decision support. He offers 10 recommendations for how companies should prepare for the cognitive generation.

The second research article, by Jochen Wulf, Tobias Mettler, and Walter Brenner, is titled "Using a Digital Services Capability Model to Assess Readiness for the Digital Consumer." Based on the premise that the more attention a company pays to incorporating digital technologies into its operational model, the greater will be the company's market performance, this article

illustrates how a digital services capability model can be used by organizations in customer-facing industries to identify gaps in their ability to provide digital products and services. The authors employ two illustrative cases to demonstrate the usefulness of the model and provide recommendations for how to apply it. The cases themselves offer insightful examples of how cutting-edge firms are using digital services to transform their customers' experiences.

There's still time to submit your abstract for the *MISQE* academic workshop at ICIS 2017 and HICSS 2018. The topic is "Optimizing the Digital Workforce". The deadline for the submission of abstracts is September 15. Please visit the *MISQE* website for the call for abstracts and a description of the workshops and the subsequent special issue.

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