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## Introducing a New Genre to MIS Quarterly Executive

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## EDITOR'S COMMENTS

### Introducing a New Genre to MIS Quarterly Executive

As our motto describes, *MIS Quarterly Executive* is an outlet “where research shapes and is shaped by practice.” Our research articles tackle significant problems confronting digital leaders and provide research-based recommendations for addressing them. Frequently, they leverage carefully researched case studies and give digital leaders a powerful account of success and occasionally failures. These in-depth explorations, detailing rich experiences, challenges and triumphs, are the cornerstone of impactful contributions.

Equally important are actionable recommendations. Tightly tied to the evidence, they ensure relevance and utility for our audience. Though *MIS Quarterly Executive* research articles do not forefront theory and methodology as other academic journals do, rigorous collection and analysis of data remains central to every publication. This data forms the bedrock upon which meaningful recommendations are built and guide the resolution of the issues at hand.

If you have not yet explored my two editorials where I delve into the specific types of contributions that *MIS Quarterly Executive* is looking for, I encourage you to read them. The first of these articles, entitled “Guidance for Research Articles Submitted to MIS Quarterly Executive” is available in the 2023 June issue;<sup>1</sup> the second, “Pathways to Writing *MIS Quarterly Executive* Articles” can be found in the 2024 March issue.<sup>2</sup> In these pieces, I provide guidance into the unique value we seek for our research articles while motivating old and new authors to share their impactful, practice-oriented content with the journal.

From my start as Editor-in-Chief, I also sought to broaden the flavors of practice-oriented research.

In a previous position at Accenture's Institute for High Performance, I came to understand that research can take on many forms, particularly research intended to inform practitioners. As part of my editorial journey, I have therefore thought to diversify the type of contributions the journal seeks and started experimenting with different styles and formats. My intent is to widen the type of research while also widening the set of authors and readers—all the while staying relevant, timely and true to rigorous research in IS. Specifically, I draw your attention to two formats that, in addition to traditional research articles, *MIS Quarterly Executive* offers: MISQE Insight and SIM articles.

#### MISQE Insight

MISQE Insight represents a new genre for *MIS Quarterly Executive*. With it, I hope to promote thought leadership and spark inspiration, while acknowledging that it is still a work in progress. MISQE Insight pieces can take on many forms:

*Interviews.* Former Editor-in-Chief Gabe Piccoli initiated those in an effort to capture the essence of a phenomenon as it is unfolding. A recent piece on the “Metaverse” is illustrative;<sup>3</sup> another, appearing in this issue, is an interview with Bill Fandrich talking about the utilization of generative AI applications in his business. Interviews provide an early, and most importantly, timely glimpse into an emerging, transformative phenomenon.

*Short essays.* Tom Davenport's piece on “citizen development”<sup>4</sup> and John Sviokla's, our newest Senior Editor, essay on “computability” are two examples.<sup>5</sup> My intention is for us to look ahead, or at what is emerging, while sometimes looking outside the IS field. Overall, I want to capture a glimpse of the Zeitgeist while providing IS researchers with timely thoughts to ponder.

*Long essays.* Long essays are another variety of MISQE Insight contributions. These longer pieces

1 Junglas, I. “Editors' Comments: Guidance for Research Articles Submitted to MIS Quarterly Executive – Where Research Shapes and is Shaped by Practice,” *MIS Quarterly Executive* (22:2), June 2023.

2 Junglas, I. “Editor's Comments: Pathways to Writing MIS Quarterly Executive Articles,” *MIS Quarterly Executive* (23:1), March 2024.

3 Lacity, M., Mullins, J. K. and Kuai, L. “Evolution of the Metaverse,” *MIS Quarterly Executive* (22:2), June 2023.

4 Davenport, T. H. “MISQE Insight: On the Inevitability of Citizen Development,” *MIS Quarterly Executive* (22:4), December 2023.

5 Sviokla, J. “MISQE Insight on Leveraging Computability for Competitive Advantage,” *MIS Quarterly Executive* (23:2), June 2024.

cover a topic that does not fit the typical mold of a research article. Not unlike short essays, long essays are to spark new ideas amongst IS researchers. They might propose a new model that practitioners or researchers can later test with practical evidence. Or, they might reflect on issues that concern the IS field as a whole; for instance, voids or inadequacies of IT talent. Alternatively, they might present data-driven facts that both practitioners and IS researchers might value. While quantitative pieces like surveys are a rarity in *MIS Quarterly Executive*, I learned at Accenture that data-driven studies tackling a new phenomenon provide important evidence for practitioners. This is particularly true when the evidence comes from independent sources who have no stake in promoting commercial interests.

### The SIM category

*MIS Quarterly Executive* also has a new category called "SIM." Under this category, we publish reports like the SIM sponsored annual IT trend study<sup>6</sup> or its accompanying pieces, like the one written by Quintin McGrath, the director of the SIM Research Institute.<sup>7</sup> We also publish pieces that use SIM members as their data pool;<sup>8</sup> or those written by SIM academic council members. With this category, it is my intention to strengthen the relationship with the Society of Information Management—a relationship that dates to the beginnings of the IS field and MISQ as a journal.<sup>9</sup>

## In this Issue

The September issue is a special issue, spearheaded by Noel Carrol, Jonny Holmström, and Sabine Matook. The articles and their accompanying editorial, set out to explore the phenomenon of low-code/no-code (LCNC), one that is fostering a significant shift in the software development landscape.

LCNC democratizes the ability to create applications by enabling users with minimal

technical expertise to design and deploy sophisticated solutions. LCNC platforms offer intuitive visual interfaces, pre-built components, and drag-and-drop functionalities, allowing users and businesses alike to accelerate development cycles and reduce reliance on traditional IT departments. They also empower so-called "citizen developers" to innovate rapidly and respond to dynamic market demands quickly. Our special issue explores the LCNC phenomenon with five articles, highlighting both its transformative potential and the challenges that organizations must navigate to harness its full benefits.

Under the genre "MISQE Insight", we have an interview conducted by John Sviokla with Bill Fandrich, Executive Vice President of Information Technology and Operations for Blue Cross Blue Shield of Michigan (BCBSM). Bill shares with us three examples of how generative AI has found its way into his organization and transformed not only operations and services, but also BCBSM's mindset.

In the SIM category, we have a study conducted by Richard Woolridge, Vess Johnson, Hossein Mohit and Edgar Hassler who develop a master list of IT occupations. We all have witnessed that overly specific job descriptions, combined with inconsistent job titles, often cause a headache for job seekers to find roles that align with their skills; likewise, they cause companies to overlook qualified candidates who do not perfectly match every criterion. The development of a master list, consisting of 41 IT occupations and meticulously cross-validated against 15,000 online job postings, serves as a starting point for industry, governmental bodies and academia alike. This master list not only provides a standardized framework for identifying and categorizing IT roles but also paves the way for more accurate job matching, ultimately contributing to the advancement of the IT profession as a whole.

Enjoy reading and sharing those articles!

Iris Junglas  
Editor-in-Chief

6 Johnson, V., Maurer, C., Torres, R., Guerra, K., Mohit, H., Srivastava, S. and Chatterjee, S. "The 2023 SIM IT Issues and Trends Study," *MIS Quarterly Executive* (23:1), March 2024.

7 McGrath, Q. "Responding to the Sharp Rise in AI in the 2023 SIM IT Trends Survey," *MIS Quarterly Executive* (23:1), March 2024.

8 Kettles, D., Mazzola, D. and Richardson, B. "The Path to Becoming a Fortune 500 CIO," *MIS Quarterly Executive* (23:2), June 2024.

9 Junglas, I. "Editors' Comments: On the History of MIS Quarterly Executive," *MIS Quarterly Executive* (22:1), March 2023.