Journal of the Midwest Association for Information Systems (JMWAIS)

2015

Editors' Comments

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Editors' Comments

A New Scholarly Journal

JMWAIS, the Journal of the Midwest Association for Information Systems, is an electronic, print on demand, double-blind, peer-reviewed, quality focused, and open-access journal. **JMWAIS** (pronounced **jĕm way** or say each letter "J" "M" "W" "A" "I" "S") publishes original articles related to Information Systems (IS), Information Technology (IT), and Management Information Systems (MIS). The editorial emphasis is on interdisciplinary research involving IS/T and MIS from organizational and individual perspectives.

JMWAIS strives to be unique in both its interdisciplinary Information Systems focus and its commitment to authors of an expedited and constructive review process. Specifically, our editorial policy encourages authors from various business user and information technology disciplines to submit interesting IS/T and MIS related manuscripts. The Editorial Board emphasizes a balanced vision between rigor and relevance.

Both academic, scholarly-oriented and more practitioner-oriented submissions are welcomed. **JMWAIS** publishes traditional empirical and literature review articles, research case studies, action research projects, and teaching cases. The journal is also a forum for viewpoint articles and letters of comment and critique. As a not-for-profit journal of a professional association, authors retain the copyright to articles in the **JMWAIS** open access journal.

An academic journal is a record of findings and ideas relevant to a field of research and study. The purpose of recording and sharing scholarship remains unchanged in a new journal like **JMWAIS**, but journals are changing and proliferating as publication moves from print to portable document format (PDF) or hypertext markup language (HTML). The significant decline in the cost of production permits publication of longer, more complete articles. Editors can also take more risks and be more innovative. Electronic communication speeds up the peer review process and the publication cycle.

JMWAIS begins publication in 2015, three hundred and fifty years after The Royal Society of London (https://royalsociety.org) published one of the first academic or scientific journals. JMWAIS is unlikely to publish a communication as significant as Isaac Newton's 1671 letter in the Philosophical Transactions of the Royal Society containing his new theory about light and colors. We do, however, strive to advance the field of Information Systems and to positively impact our profession and society.

This new journal was initially proposed at the September 13, 2013 meeting of the Midwest Association for Information Systems (MWAIS) executive committee and was approved at the October 18, 2013 meeting of the committee.

In preparation for this first issue, feedback was sought from colleagues in the Association for Information Systems (AIS) LinkedIn group on four questions relevant to founding a new Information Systems journal.

Please comment on the following questions: 1) How realistic is it that Information Systems professors can influence Information Systems managers and staff? 2) Who should be the target audience for Information Systems scholarship? 3) Do Information Systems academics have an obligation to use their technical skills in the community through paid or volunteer consulting? 4) How important is it for Information Systems professors to interact with Information Systems managers and staff? Thanks in advance for comments.

The following is what we have concluded regarding these four questions:

First, some Information Systems professors can and do influence Information Systems managers and staff. **JMWAIS** can help extend the influence of **Information Systems** professors.

Second, the target audience for Information Systems scholarship should primarily be for Information Systems faculty and graduate students, but we should strive to communicate in a way that can be understood by Information Systems managers and staff. **JMWAIS** Editors will strive to reach that goal.

Third, Information Systems academics should be encouraged to use their technical skills to benefit organizations and then share their insights and findings.

Fourth, Information Systems is an applied scientific discipline. Hence, it is important for Information Systems professors to interact with Information Systems managers and staff. **JMWAIS** Editors promote collaborations within the broader IS/T community. Practicing Information Systems managers can provide invaluable feedback and can share scholarly communications based upon their experiences. **JMWAIS** Editors seek both types of contributions.

Contents of the Inaugural Issue

The inaugural issue of **JMWAIS** includes a traditional research article, an action research article, a teaching case study, a practitioner-oriented case study, a viewpoint article, and a rebuttal to the viewpoint article.

Carter, Strader, Rozycki, and Root analyze financial data related to digital product and services firms and information technology product firms. They argue that these two types of firms are different as far as their financial management is concerned. Based on their study, they conclude that digital product and service firms are substantially less risky than the information technology firms.

Kamal investigates how IT adoption in micro-enterprises facilitates their sustainability and growth. A major contribution of this study is development of an online tool.

Harb, Noteboom, and Sarnikar provide a teaching case study for selecting an appropriate agile software development methodology. They demonstrate how students can use a multi-criteria decision making process to evaluate the agile selection objectives and alternatives.

Roysden and Schiller present a case study demonstrating a systematic approach for evaluating technical issues related to the replacement of a Private Branch Exchange phone system with a newer technology, a Voice over Internet Protocol system.

In a viewpoint article, Hosack and Sagers discuss the need for the development of a practitioner-oriented (applied) doctoral program in Data Science similar to such programs in other areas such as nursing. They further propose that such programs can potentially be supported by corporations who will benefit from the expertise of graduates of this kind of program. A position or viewpoint article presents an arguable opinion about an important IS/T issue. The goal of such an article is to convince the **JMWAIS** audience that the opinion is valid and worth considering. The author(s) carefully support arguments with evidence

In his rebuttal to this proposal, Deokar critically focusses on three aspects of such programs, scope, model, and delivery. He specifically argues that IS as a field deals with problem solving and hence it is an applied discipline so a separate applied doctoral program may not be necessary.

Please read articles of interest, help develop **JMWAIS**, provide feedback, and participate in shaping **JMWAIS**.

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Comments on the four questions from Associate Editor Mari (Windsor) Buche

When I consider the relevance of IS/T today, I'm confident that academics do not have to be the adversaries of practitioners. I see that there is a unique opportunity developing where corporate recruiters are struggling to find qualified IT applicants. Building a relationship of mutual trust can result in a rich pipeline of talent, creating reciprocal benefits for both entities. In particular, I gain fresh perspective when I talk with MIS alumni. They often reflect objectively on the impact of their academic experiences, and suggest specific improvements for curricular changes. This journal could serve as an outlet for communicating to a broad, but receptive, audience.

1) How realistic is it that Information Systems professors can influence Information Systems managers and staff? Maybe not directly, but they often want to know what we are teaching in the classroom. The dialogue can be a positive step in mutual influence – a virtuous cycle.

2) Who should be the target audience for Information Systems scholarship? To a large extent, doctoral, MBA, and Master's level students should be targeted for readership. They are generally more receptive to new perspectives -- and they are a "captive audience" if the readings are assigned for course credit. In a more pragmatic sense, it provides leverage for encouraging participation at the annual Midwest AIS conferences. Non-tenured and/or tenured faculty gain another outlet for their scholarly work which can positively impact their Curriculum Vitae.

3) Do Information Systems academics have an obligation to use their technical skills in the community through paid or volunteer consulting? I think it is beneficial for communicating with an external audience. In truth, community members still don't fully understand what we do or what our discipline is about. Through these types of interactions I have recruited some exceptional MIS students - the children of local business leaders.

4) How important is it for Information Systems professors to interact with Information Systems managers and staff? I think it's vital to maintain contact with industry partners in order to remain relevant. It's incumbent on academia to provide graduates that meet the needs of industry. Without direct interaction and willingness to adapt our curricula, we are destined for obsolescence. That realization is both invigorating and daunting, but that is the nature of our discipline.

Associate Editor **Mari (Windsor) Buche**

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