MIS Quarterly Executive

2-29-2012

Editor's Comments

Carol V. Brown
carol.brown@stevens.edu

Follow this and additional works at: https://aisel.aisnet.org/misqe

EDITOR'S COMMENTS

We begin 2012 with sponsorship renewals from both the Association for Information Systems (AIS) and the Society for Information Management (SIM), which reflects the unique knowledge transfer mission of *MIS Quarterly Executive*. The SIM Message in this issue details the linkages we have had with this industry organization since the launch of this journal.

The SIM-*MISQE* workshop held prior to the annual International Conference on Information Systems (ICIS) took place in Asia for the first time in December 2011. The theme for our workshop in Shanghai, China, was "Enterprises and People on the Move: Managing Mobility for Business Value." Full papers on the same topic are now being reviewed for our December 2012 special issue under *MISQE* senior editor Dorothy Leidner, Juliana Sutanto, and Shan L. Pan.

The first research article in this March 2012 issue, "China's Growing IT Services and Software Industry: Challenges and Implications," also reflects this journal's growing international reach. In this *MISQE* article, authors Warren McFarlan (Harvard Business School) and Ning Jia and Justin Wong of Tsinghua University share their insights about this growing market and the implications for CIOs in developed countries, based on multiple case studies of client firms within China and leading IT service and software players for the domestic market.

The second article in this issue is based on a paper that was the first place winner of the 2011 SIM Paper Awards competition: "Assessing Cloud Readiness at Continental AG" coauthored by Claudia Loebbecke, a former president of AIS. The two industry co-authors, Bernhard Thomas and Thomas Ullrich, spearheaded the development of the method to assess cloud readiness of their organization's IT services, which is the focus of this article. This research article is an example of a paper originally developed for the paper competition that was recrafted for publication consideration by *MISQE*.

The third article, "How to Achieve Operational Business-IT Alignment: Insights from a Global Aerospace Firm," reflects learnings about how to achieve *operational* alignment under different levels of business change. Co-authors Heinz-Theo Wagner and Tim Weitzel first present a framework of three inter-related operational alignment dimensions—cross-unit communication, shared knowledge, and trust. Based on their 18-month, multi-method field study of a large (camouflaged) aerospace firm, they then provide detailed examples of how these three dimensions served as "anchor points" for managers faced with alignment challenges under planned versus unplanned business change, as well as under a steady-state business environment.

The IS role in business divestitures has up to now received little attention by IS researchers, although "carve-outs" have become common restructuring events. "Managing IT in a Business Unit Divestiture," co-authored by Jan Marco Leimeister, Markus Boehm and Philip Yetton, helps to fill this knowledge transfer gap. Details about conducting an IT carve-out project for a business unit divested to a former business partner are provided, as well as lessons learned about not only managing IT carve-out projects, but also creating a divestiture-ready IT environment in advance. This article reflects learnings from this specific case study as well as other M&A-related case studies being conducted by these and other academic researchers affiliated with multiple European universities.

Our ongoing partnership with the leaders of SIM's Advanced Practices Council—Program Director Madeline Weiss and Research Director Richard Watson (University of Georgia)—is also reflected in this issue. In addition to the APC column, this issue includes an edited research report for the APC by Bala Iyer and John Henderson: "Business Value from Clouds: Learning from Users." The authors share their interview findings about how early adopters have leveraged today's cloud computing capabilities to achieve competitive advantages for their businesses.

Our thanks to all the authors, editors, and reviewers who contributed to this first issue of Year 11 of *MISQE*—as well as those who have volunteered their time to develop and host conference programs that facilitate knowledge sharing across IS communities of academics and practitioners.

Carol V. Brown
Editor-in-Chief
(carol.brown@stevens.edu)