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Message from SIM

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MISQE is designed to provide research which impacts practice. The research topics are relevant to IT leaders and SIM members who appreciate and benefit from thought leadership. This thought leadership provides insight into best practices and provides frameworks built from case studies and an analysis and synthesis of lessons learned and environmental factors.

In this issue, two very timely and provocative themes are addressed: Big Data and omni-channel marketing strategy. In the article, "Ethical issues in the big data industry," Kirsten Martin, of George Washington University, analyzes the ethical issues which the Big Data industry faces. Some of these issues arise from reselling consumers' data to the secondary market for Big Data. Big Data has beneficial uses and questionable uses. Take, for example, the use of Big Data in education. Big Data can enable accountability for student learning outcomes, but can also provide data for possible discrimination in admissions. In retail, Big Data can improve store layouts based upon shopper navigation, but can also be used to send a notice of pregnancy to an unsuspecting teens' parents. CIOs need to take leadership in establishing and communicating data stewardship practices and applying data integrity standards to the use of Big Data in secondary markets.

With the rapid growth of social media and mobile computing, organizations have achieved an online presence, and often this online presence has not been managed effectively. Consumers use multiple channels in buying, including social media (web sites, Facebook, Youtube, Instagram, Google, Twitter, Linked-In and blogs), along with physical stores and "showrooming" (using stores as showrooms before purchasing online). The challenge of marketing in an omni-channel environment is how to manage an organization's online presence so that companies do not have inconsistent brand identities on various online channels. The article, "Hummel's Digital Transformation Toward Omnichannel Retailing: Key Lessons Learned," details how Hummel, a sporting goods manufacturer, planned and delivered a seamless customer experience across various online and offline channels. The article has significant implications for CIOs, who can take a leadership role in crafting and maintaining an omni-channel strategy.

The SIM Best Paper Competition for 2015 provides an opportunity for papers which are a collaboration between an academic professional and industry practitioner. The case study or paper should describe an initiative of interest to senior IT executives. Full papers are submitted in late August. Winning papers are presented at SIMposium 2015, which will be held in Charlotte, North Carolina on November 1st and 2nd, 2015. The criteria for evaluation include:

- *Innovation:* Are any new strategies and/or approaches described?
- *Impact:* Does the paper address the real problem?
- *Implementation:* Is the innovation operational? What is the breadth of the implementation?
- *Re-applicability:* Is the approach applicable to others?
- *Appeal and Readability:* Is there broad interest in the problem across industries and cultures? Will the paper appeal to SIM membership?

You can find further details about submission at www.simnet.org

We encourage academic professionals who are interested in joining SIM Chapters to contact Mary Sumner at msumner@siue.edu or Steve Hufford at shufford@simnet.org Participation in SIM Chapters gives academic professionals an opportunity to identify class projects, to connect with guest speakers, and to participate in joint programs to recruit talented students into MIS and CMIS academic programs.

SIM members and SIM academic professionals have free access to *MISQE*. To access *MISQE*, SIM members:

1. Visit www.simnet.org
2. Hover over "Programs"
3. Navigate to "Academic," then "*MIS Quarterly Executive*"

We believe that research based on practice can strengthen partnerships between the academic profession and IT industry leaders.

Steve Hufford
SIM Chief Executive