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Guest Editorial

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Guest Editorial

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Editors' Comments

Guest Editorial:
A Preview of the 2018 SIM IT Trends Study

Since 1980, the Society for Information Management (SIM), a co-founder of *MIS Quarterly Executive* and *MIS Quarterly*, in collaboration with a team of MIS academics, has conducted a survey of its members to identify and study the most important IT management issues. Over the decades, the SIM IT Trends Study has been updated and expanded into an insightful and comprehensive investigation of IT issues, management practices, and leadership. The study provides both practitioners and academicians valuable trends analyses as well as a snapshot of the state of information systems (IS) management. This preview highlights a few topics from the 2018 study. The complete report will appear in the March 2019 issue of *MIS Quarterly Executive.*

Data collection was conducted over the course of nine weeks, from April 9 to June 11, 2018. During this period, the research team contacted 3,971 SIM members via personal e-mail, SIM's two e-newsletters, and social media presence on LinkedIn and Twitter. A chapter competition was also conducted to improve response rates. A total of 1,295 completed responses were received (32.6% response rate), representing 793 unique organizations and 495 CIOs. SIM member organizations come in all sizes and from more than 30 different economic sectors. The findings in this preview are those of the senior-most IT executive in the 793 organizations.

Most Important and Most Worrisome IT Management Issues

Since its inception, the SIM IT Trends Study examines and reports on the IT management issues that are considered the most important to organizations and, more recently, the most worrisome to senior IT leaders. Participants were asked to choose up to five IT management issues or concerns from a list of 41 options. While some issues like "Security/Cybersecurity/Privacy" and "Alignment of IT and/with the Organization" have been highly rated consistently in both lists, there are significant discrepancies between the top concerns of IT leaders and those of organizations. Figure 1 illustrates those differences.

The Largest IT Investments of Organizations

Participants were asked to select up to five areas/technologies from a list of 37 options in each of three categories: (1) their organization's largest near-term IT investments; (2) areas that should get more investment; and (3) areas of greatest concern to them personally. Investments in Analytics, Business Intelligence, and related technologies (such as Data Mining and Big Data) continue to occupy the number one position for the tenth consecutive year. Figure 2 depicts the relative frequency of responses for those technologies that "should receive more investment." Interestingly, only two technologies (Analytics and Security) appear in the top five of all three lists.
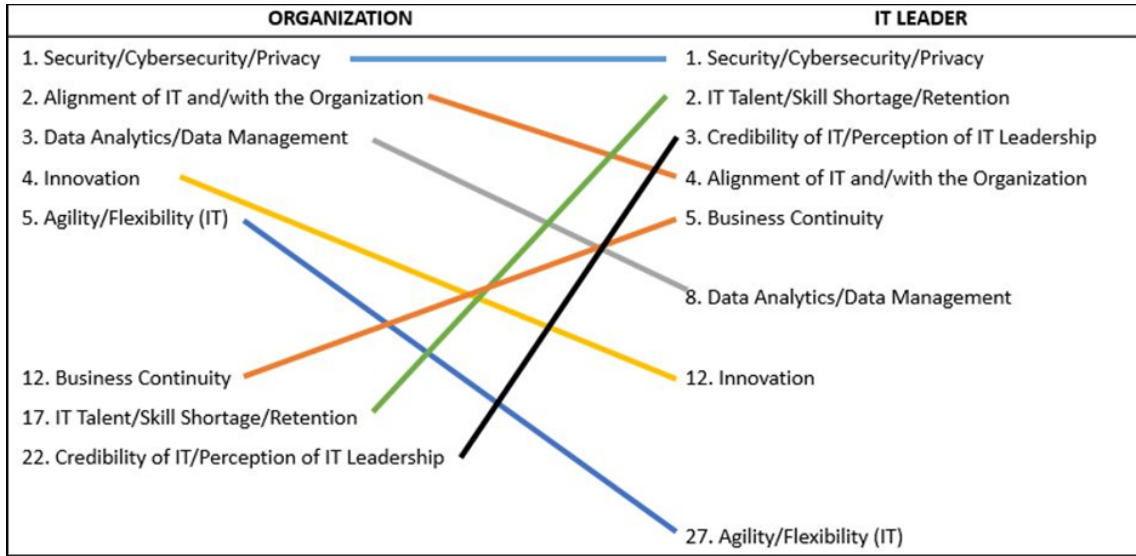
Measuring IT Performance

Organizations use different metrics to measure IT performance. The questionnaire asked participants to select (from a list of 34) up to five of the most important performance measures used to evaluate their own performance as well as the performance of their organization's Internal IT and Outsourced IT. The top performance measures for internal IT between 2017 and 2018 were fairly consistent. "Availability/Up Time" continued in the number one position for the third straight year and "Customer/User Satisfaction" retained second. "Help-Desk Performance" moved into third and "Cybersecurity Related" dropped to number four. Find out which other IT performance metrics were the most frequently chosen in all three categories in the next issue of *MISQE*.

All This and More in the Next Issue of *MISQE*

The findings presented above reveal only a glimpse at a few of the findings of the 38th anniversary SIM IT Trends Study. If you are

Figure 1: Top-Five Most Important and Worrisome IT Management Issues

n = most senior IT leader in 793 unique organizations

Figure 2: Information Technologies that Should Receive More Investment

n = most senior IT leader in 793 unique organizations

interested in knowing what keeps CIOs up at night, with whom they spend their time, and what they spend it doing; as well as the spending, workforce, cloud, shared services, governance, and cybersecurity practices of organizations, then do not miss the March 2019 issue of the *MIS Quarterly Executive* and the complete report on these and many more topics and practices, key trends and unexpected results, and other insights into the world of IT management and how it is evolving.

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