Welcome!

Welcome to the initial issue of Management Information Systems Quarterly Executive (MISQE). This new journal has a very simple objective. MISQE will be the premiere source of information systems articles that target a managerial audience.

For many years, there has been a discussion in IT academic circles about whether our research should be rigorous (academic in nature) or relevant (to the needs of managers in the field). Today, the existing first-quality journals are intensely academic in nature. One of the leading journals, Management Information Systems Quarterly (MISQ) was born many years ago on the premise of providing both academic and managerial articles. It had dual sponsorship from academia (the University of Minnesota as a base) and CIOs (the Society for Information Management). While both pragmatic and highly academic articles were published initially, over the years MISQ has become essentially a publication targeting academic readers. Recognizing this shift, and seeing the need for a publication providing more pragmatic articles, the Editors and Editorial Board of MISQ established MISQE last year.

The senior editors of MISQE and I strongly believe that there needs to be academic research that informs managers of new thinking by academics in the information systems field. We will work very hard to ensure that our articles are written in a way that is very readable and communicates new insights, concepts and frameworks leading to action.

We have been extremely pleased with the quality of the articles we have received to date. It is clear that there are many information systems academics who enjoy getting their thoughts out to people who can make use of them. In the last several years, the only outlets for articles of this type have been publications such as the Harvard Business Review and Sloan Management Review which publish perhaps one IS article per issue. MISQE will be entirely devoted to IS articles of interest to managers. I strongly expect that you will enjoy reading and learning from the four in this issue. As I write, our second issue is taking shape, also.

While our first two issues will be on paper, MISQE will be a “print journal distributed electronically.” Articles will be peer-reviewed by an outstanding group of Senior Editors and Editorial Board members whose names can be found on the inside cover and at www.misqe.org. While all articles will be published in an electronic format, paper copies will be available to those who desire to purchase them.

For those who wish to learn more about MISQE, please visit our web site at www.misqe.org. I look forward to your comments on this issue and your thoughts on how we can make this publication serve you best.

Sincerely,

Jack Rockart
Editor-In-Chief