Editorial: Welcome to the First Issue of *ACM TMIS*

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It is a great pleasure for me to announce the first issue of the long-awaited *ACM Transactions on Management Information Systems* (ACM TMIS), the only ACM journal devoted to the MIS community. The Association for Computing Machinery (<http://www.acm.org>), or ACM, was founded in 1947 as the world's first scientific and educational computing society. It has more than 92,000 members as of 2009.¹ An ACM publication brings significant prestige and recognition due to the community's long-standing and high societal impact and its wide reach to academic institutions and the IT industry.

It takes a tremendous effort for a small group of MIS researchers and educators to make ACM TMIS a reality. In particular, I would like to acknowledge the groundwork that had been done by Alan Hevner in proposing an earlier MIS journal idea to the ACM, and the assistance and guidance of Ee-Peng Lim as a member of the ACM Publications Board during the entire approval process. We have received exceptionally strong support from the EICs of many key ACM publications and from SIGs (Special Interest Groups) within the ACM community, including: *ACM Transactions on Information Systems* (TOIS) EIC Jamie Callan, *ACM Transactions on Knowledge Discovery from Data* (TKDD) EIC Jiawei Han, *ACM Transactions on Database Systems* (TODS) EIC Meral Özsoyoglu, *ACM Journal of Data and Information Quality* (JDIQ) EIC Stuart Madnick, *ACM Transactions on the Web* (TWEB) EIC Helen Ashman, ACM SIGMIS Chair Janice Sipior, ACM SIGKDD Chair Gregory Piatetsky-Shapiro,

¹http://en.wikipedia.org/wiki/Association_for_Computing_Machinery.

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ACM SIGIR Chair Elizabeth Liddy, and ACM SIGWEB Chair Ethan Munson. All have concurred with the significance and relevance of MIS in computing education and research and supported the formation of the new ACM (TMIS) publication. We also received equally enthusiastic support from the MIS community, especially from former ISR EIC John King, AIS ICIS 2009 Conference Co-Chair Jay Nunamaker, Communications of the AIS EIC and ICIS 2011 Conference Co-Chair Joey George, AIS SIGeBiz (Special Interest Group on E-Business) Chair Michael Shaw, INFORMS College on Artificial Intelligence chair Daniel Zeng, AIS AMCIS 2009 Conference Co-Chair Ramesh Sharda, and WITS (Workshop on Information Technologies and Systems) 2009 Conference Co-Chair and AMCIS SIG Systems Analysis and Design (SIGSAND) VP Vijay Khari. Despite a rigorous proposal review process, the overwhelming endorsement from the ACM and MIS communities made the final approval of this new journal a slam dunk.

After the official approval in August 2009, an ACM TMIS Advisory Board was formed, with five distinguished senior members: Jay Nunamaker of the University of Arizona (Chair), Andrew Whinston of the University of Texas at Austin, Stuart Madnick of MIT, John L. King of the University of Michigan, and Steve Miller of Singapore Management University. We also composed an exceptionally strong Editorial Board, with members from the U.S., Europe, and Asia, and disciplines ranging from design science and economic modeling to management science and organizational behavior. Our inaugural Editorial Board includes: Wendy Currie, Alan Dennis, Joey F. George, Matthias Jarke, Helmut Krcmar, T. P. Liang, Fred Niederman, Balasubramaniam Ramesh, H. R. Rao, Ramesh Sharda, Michael Jen-Ping Shaw, Olivia Sheng, Alexander Tuzhilin, Joe Valacich, Douglas Vogel, Fei-Yue Wang, Carson Woo, Daniel Zeng, and J. Leon Zhao; all are distinguished scholars and educators in MIS. The ACM TMIS Advisory Board and Editorial Board have met twice since: once at AMCIS 2009 in San Francisco and again at ICIS 2009 in Phoenix. We have set our initial goals to actively promote the new journal; to solicit diverse, high-quality, high-impact submissions; and to publish our inaugural issue in 2010. I am glad to report that thanks to the tireless work of the Editorial Board and the support of the community, we have largely accomplished our objectives in the first year of our operation.

Since this is my first EIC Editorial, let me briefly bring your attention to some of the important and unique elements of our new journal. Most of the information can be found on the official journal Web site at: <http://tmis.acm.org>. However, I am adding some of my own observations and reflections based on the feedback from the community.

The charter and scope of our publication are meant to be broad and comprehensive, for all subfields and disciplines of MIS. As stated in the journal Web site: “*ACM Transactions on Management Information Systems* (ACM TMIS) is a scholarly journal, issued quarterly, that publishes the highest quality articles about the design, development, assessment, and management of information technology and systems within organizations, businesses, and society. In addition to traditional management and behavioral MIS research, ACM TMIS strongly encourages submissions of high-quality system and design science

research, as well as submissions in emerging MIS multidisciplinary research topics that may span several traditional academic disciplines.” Clearly, our intention is to fill the void of high-quality design science publication outlets in MIS, considering the current foci of major MIS publications such as *MIS Quarterly* and *Information Systems Research*. (We note that both of these journals have made a significant effort to attract and publish design science research in recent years. For example, MISQ has expanded recently from its long-standing “explanation” research paradigm to include design science [Hevner et al. 2004] and IS economics research [Straub 2008].) Due to the strong technical and computing orientation of the ACM, TMIS will be more decision science-focused than other existing top MIS publications.

It is my hope as well as that of the advisory and editorial boards’ that ACM TMIS will publish research that is innovative and high impact. We encourage submissions that meet the following requirements.

- Management information systems relevance. Submissions need to be relevant to the design, development, assessment, and management of information technology and systems within organizations, businesses, and societies. Innovative, emerging, real-world applications in businesses and other enterprises (e.g., governments, healthcare organizations, etc.) are welcome. Research needs to demonstrate its organizational and managerial relevance.
- Scientific rigor and contribution. Submissions need to demonstrate academic rigor and contribution to the discipline. Articles need to provide comprehensive literature reviews, analysis, and critique of the relevant field of study. Research questions and hypotheses need to be clearly stated and research design and methodology well articulated. Research testbeds, experiments, and evaluation metrics need to be carefully designed and executed. Managerial and organizational relevance of the research also needs to be presented.
- Social relevance and impact. We encourage submissions that are relevant and high-impact, especially for the benefit of businesses, organizations, society, and the world.
- Innovation and novelty. Submissions need to demonstrate novelty in applications, designs, methodologies, algorithms, or theories. Research needs to be carefully compared with the best previously reported methods or approaches.
- Design science and system relevance. We encourage design-science- and system-oriented papers that report the design, development, and assessment of innovative emerging information systems of relevance to different types of organizations.

So, in addition to the typical academic rigor and excellence that we expect of an MIS publication, ACM TMIS clearly strives to publish works that are socially relevant, high impact, innovative, and novel. I am hoping our work will make a significant and positive impact on society in general, instead of simply an academic impact measured by citations by our peers. I am also hoping that MIS research will continue to gain mainstream acceptance in the broader science and engineering community (e.g., computer science, economics,

management), instead of becoming a marginal, inward-looking community with diminishing relevance.

To avoid publishing incremental, marginal research, ACM TMIS specifically emphasizes that the following types of submissions are discouraged.

- Purely theoretical articles. Submissions that are entirely theoretical in nature and without data support are discouraged. However, theories that are carefully developed and applied to relevant MIS applications are strongly encouraged.
- Argumentation essays. Submissions consisting mainly of essays of qualitative argumentation or secondary analysis are discouraged. A scientific approach and validation are needed for any submission.
- Incremental research in well-established areas. Submissions that build on old and well-known models or methods without substantial improvement are discouraged. However, such well-known methods should be used as a comparison benchmark in reported research.
- Research targeting specific algorithms or techniques. Submissions that focus only on comparison of algorithms or techniques using standard testbeds are discouraged. However, research that reports the development of novel algorithms or techniques for emerging MIS applications is welcome.

These four criteria reflect the technical orientation of an ACM journal in comparison to other more traditional MIS publications. I am sure theoretical, argumentation, and incremental articles in well-established areas can find other more suitable MIS publication outlets. The last point (discouraging purely algorithm or technique articles) distinguishes ACM TMIS from other ACM publications (e.g., ACM KDD, ACM TOIS, ACM TOIT) that publish targeted algorithm or technique research using standard testbeds or collections (e.g., the TREC Text REtrieval Conference collection, the Robocup competition, the UC Irvine KDD Archive). The research published in ACM TMIS will be more application- or problem-driven and more relevant to organizations and society. I believe there are many emerging, high-impact information-centric problems that can serve as excellent targets for relevant, innovative, and multi-disciplinary MIS research.

Emerging, relevant, high-impact IT research is often time-critical. The ACM TMIS Editorial Board is committed to providing a professional and timely editorial process, as supported by the Manuscript Central review system. We strive to provide the initial editorial decision for a submission within 4 months, from the day an article is submitted electronically to the day the initial decision is sent to the author. ACM TMIS AEs will also regard a submission to have been withdrawn if its required revision is not submitted within 3 months of the revision (first round or second round) notification. The second-round review will be returned within 2 months by the AEs. A submission will only go through two rounds of review at most. In principle, a successful ACM TMIS submission can reach a final, fully accepted decision in 12 months or less, from the day of the initial submission. I am glad to report that the submission-to-decision time for the TMIS's first year of submissions is 103 days. For accepted articles,

their submission-to-decision time is 167 days. Accepted ACM TMIS articles will be promptly included in the ACM Digital Library for online access, allowing published works to reach a wide and relevant audience in a timely manner.

It is tremendously rewarding for me to see the first issue of ACM TMIS in print after the one-year effort. The quality and diversity of research reflected in this first issue are truly outstanding. In the invited position essay from Davis, Gray, Madnick, Nunamaker, Sprague, and Whinston, entitled “Ideas for the Future of the IS Field,” six of the “Fathers of the Field” present their views about the IS directions in the years ahead. Each coauthor presents two ideas about the future. The topics covered include continuing support of the work of organizations, emerging technologies, new ways of communicating, expanding the ways IS performs research, expanding its vision of what IS is and of its impact, its role as a resource, its model of the IS professional and its graduates, and its staying on top of new technologies and new areas of inquiry. The five regular research articles also cover a wide spectrum of relevant and emerging IT topics, including information security search behavior (Wang, Rao, and Xiao), virtual goods pricing and permission strategies (Ba, Ke, Stallaert, and Zhang), agile software development (Ramesh, Cao, and Abdel-Hamid), sustainability of corporate wikis (Arazy and Croitoru), and privacy-preserving data mining (Fu, Chen, Koru, and Gangopadhyay). I am pleased to see the diversity of research methodologies adopted, from management science and economic modeling to software engineering and survey research, and the relevance and potential impact of the research presented.

With the strong support from the MIS and ACM community, I am excited about the future of ACM TMIS. I hope you will consider submitting your articles to TMIS and will serve as reviewers or AEs in the future. I also look forward to meeting some of you in our regular AE and author meetings at ICIS and AMCIS.

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