

Editorial Preview

With this issue, the **MIS Quarterly** attempts to break new ground in the information systems field. The editorial staff is attempting to provide a journal which is useful for the practitioner and at the same time appeals to those interested in theory and research. I am hoping that material in the Application section will be read by the academicians among our readership. Similarly, I believe that the practitioner will find useful information in articles appearing in the Theory and Research section. The featured interviews, with Chief Executive Officers, I trust, will appeal to virtually all our readers.

Obviously it will take several issues to establish our editorial policy and the flavor of our journal. Our major goals are to be managerially oriented and to offer something of benefit to the practitioner. At the same time, we intend to provide a vehicle for the researchers working in the information systems field to communicate with each other and with practitioners.

In this issue we have three articles in the Application Section and two in the Theory and Research Section. Two of the application articles are written by practitioners and one by academicians. Mr. Gerald Matlin, a vice president with Land O' Lakes, Inc., describes the process of auditing the information systems function. Peter Turney, with the Chicago office of Peat, Marwick, Mitchell & Co., addresses alternative ways of charging users for data processing services. A situational approach to managing the data processing organization is the subject of the article by two professors from the state of Texas, Dr. Wetherbe of the University of Houston and Dr. Whitehead from Texas Tech University. Each article, I believe, has useful content for those building organizational information systems.

The MIS Research Center of the University of Minnesota is the source of an article showing how personality factors and information systems characteristics affect user decision behavior. The concluding article of this issue comes from another research center, the IBM Research Laboratory in San Jose. This article examines user reaction to what is probably the most advanced operational decision support system.

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