

MANAGEMENT INFORMATION SYSTEMS QUARTERLY

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SMIS COMPETITION PAPERS

"Corporate Electronic Mail — A Communication-Intensive Application of Information Technology," A. B. Crawford, Jr., Digital Equipment Corporation 1

Discusses a pilot electronic mail service within Digital Equipment Corporation which has now grown into a full-fledged production system with 6,000 users.

"Organization Development Methods in the Management of the Information Systems Function," R. D. Loftin and J. M. Moosbruker, Blue Cross of Massachusetts 15

Describes an organizational change effort undertaken within a major data processing organization to seek improvements in its management and operations.

APPLICATION

"Prototyping: The New Paradigm for Systems Development," Justus D. Naumann, University of Minnesota and A. Milton Jenkins, Indiana University 29

Presents a model of the prototyping process, which is useful in systems development. The reasons for the emergence of prototyping and the roles of the system user and system building in the new paradigm are also given.

"Marketing and MIS During Times of Resource Scarcity," Raymond McLeod, Jr. and William L. Fuerst, Texas A&M University 45

Reports the results of a study which was conducted to learn how one group of computer users view their systems marketing responsibilities and practices in an area in which resources are limited.

THEORY AND RESEARCH

"Organizational Context and MIS Structure: Some Empirical Evidence," Phillip Ein-Dor and Eli Segev, Tel-Aviv University 55

Presents an empirical investigation of some relationships between organizational context and MIS structure.

REFERENCE LIST OF MIS DOCTORAL DISSERTATIONS

"MIS Doctoral Dissertations: 1981," Scott Hamilton, ComServ Corporation,
Blake Ives, Dartmouth College, and Gordon B. Davis, University of
Minnesota 69

*Lists a comprehensive bibliography of information systems related
doctoral dissertations published in 1981.*

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