Editorial Preface

Journal Receives New Name and Expanded Focus

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I am pleased to announce that we have broadened the horizon of the *Journal of End User Computing* (JEUC). It is now called the *Journal of Organizational and End User Computing* (JOEUC). This is the first issue under this banner.

During the last editorial advisory board meeting in Philadelphia, we all felt that the focus of the journal should be broadened to address changes the information systems area went through over the last 15 or so years. As editor of JEUC, I have always favored a very broad definition of end user computing. I have always felt that end users are involved in one way or another in all information systems that we design, develop, and implement. Since information systems are designed for organizations to address some problems or take advantage of some opportunities, and since all organizational systems are designed with end users in mind, it makes sense for us to combine the organizational and end user computing areas.

The newly minted *Journal of Organizational and End User Computing* will accept research manuscripts from all areas of information systems (IS). The primary purpose of the journal is to provide a forum to information technology educators, scholars, and practitioners to advance the practice and understanding of organizational and end user computing. The journal publishes empirical and theoretical research concerned with all aspects of information systems. In general, the journal seeks contributions concerning any aspect of organizational and end user information processing including development, usage, satisfaction, performance, productivity, success, failure, policies, strategies, and management. The journal is especially interested in those research studies that show a significant contribution to the IS area by relating organizational and end user computing to organizational and end user performance and productivity, strategic and competitive advantage, and electronic commerce.

JOEUC publishes full-length research manuscripts, insightful research and practice notes, and case studies from all areas of IS. The journal invites contributions from educators, researchers, and practitioners involved in research, management, and utilization of organizational and end user computing. All manuscripts submitted to JOEUC will undergo a two-way blind review. Please see the JOEUC Call for Papers in this issue for guidelines for submitting a manuscript to the journal. As indicated in the Call for Papers, JOEUC now accepts manuscript submissions in electronic format, sent as an email attachment to
I want to set two personal objectives for myself with regard to JOEUC: first, I want to improve the journal’s review time. It is important to provide authors with reviews within a reasonable timeframe. At the present time, we try to provide feedback within 8 to 16 weeks. I think we can do better than that. I would like to cut it down to 8 weeks. We will try to get an up-front commitment from the reviewers to get the reviews back within 6 weeks. We will need two weeks at the home office to make an overall decision on the manuscript. We will use the electronic review process as much possible to expedite the review process. At the present time we use the electronic medium for some reviews. We will try to use it for all reviews. Most authors seem to be satisfied with the turnaround their manuscript receives. I encourage authors to let us know if they do not receive reviews within 8 weeks. I guarantee you that you will hear from us within 24 hours.

Second, I would like to improve dramatically the quality of the reviews authors receive for their manuscripts. In order to achieve that goal, we need help from our scholarly friends and colleagues from around the world. As a member of the research community it is our responsibility and duty, in my humble opinion, as editors, associate editors, and editorial advisory board members to contribute to the advancement of knowledge in the information systems area. We can do so by reviewing, critiquing, and editing scholarly work from our colleagues in a timely manner. I understand that a lot of us are focusing on writing scholarly manuscripts. I applaud you for doing that but please keep in mind that we need experts like you to also review manuscripts. Also keep in mind that someone is taking time from their busy activities to review your manuscript.

In order to ensure high quality of the published materials, JOEUC utilizes a group of experts to review submitted manuscripts. The members of the JOEUC’s editorial advisory board and the associate editors play a critical role in helping us manage the review process of manuscripts. We do our best to identify the most appropriate referees for a manuscript at the same time making sure that they are not overburdened with reviews. Upon receipt of a manuscript, two reviewers are selected from the editorial advisory board of the journal to review the manuscript. The selection is based on the area of expertise of the reviewers, matched to the subject matter of the submission. An additional ad-hoc reviewer (usually an author who has previously published in JOEUC or whose manuscript is presently undergoing a review and who has expertise in the area) is also selected to review the manuscript. Each submission is, therefore, blind reviewed by at least three reviewers. Referees who don’t provide good reviews are not asked to review again and those who do produce good reviews are asked to join the editorial advisory board or the growing rank of associate editors. We often ask them to also guest-edit a JOEUC special issue on a topic of their choosing. Also, for those who do a high quality job in reviewing manuscripts, I volunteer to write a letter of recommendation to their Dean and serve as an external member on their tenure and promotion committee.

I want to take this opportunity to thank many talented people I am blessed to work with. I want to thank the associated editors for their time and effort in reviewing the revised manuscripts to ensure that the authors have made
required changes to their manuscripts based on the reviewers’ comments. They all do an outstanding job in their capacity as AEs. I want to thank members of the editorial advisory board for their enormous time and effort they spent in reviewing manuscripts on time to ensure that we only have high quality manuscripts published in JOEUC. They are scholars in the truest sense. I must thank Hettie Houghton, my assistant for the journal, for her help in managing the review process. On the editorial side, this is probably the most challenging job keeping up with all the AEs and reviewers. I truly felt sorry for her when, at one point, she had to manage the review processes for the *Journal of Management Information Systems*, *International Journal of Electronic Commerce*, and JOEUC. We have successfully weathered that storm. I want to thank Jan Travers, my managing editor, for her continuous effort in making sure that the journal gets published on time and every time. She has done an outstanding job in that capacity.

Let me end by thanking Professors Steve Clarke (Hull University, UK) and Dorothy Dologite (City University of New York) for their guidance and encouragement with regard to changing the focus of the journal. They are outstanding individuals. My goal is to make JOEUC one of the highest ranked research journals in our field. I need all of your support in achieving that. Please help!