

MISQE Special Theme Book: Social Media



This special theme book, published by MIS Quarterly Executive, includes 9 articles published in MISQE between 2009 and 2014. The articles cover a range of subtopics, but all address the topic of addressing Social Media and using social tools to enable success in your organization. In addition to the articles, the book contains a foreword written by social media academic experts Gerald C Kane, Ann Majchrzak, and Blake Ives. The following articles are included in this special print-only theme book: Majchrzak, A., Cherbakov, L, and Ives, B. (2009). Harnessing the power of the crowds with corporate social networking tools: How IBM does it. MISQE, 8(2), 103-108. Gallagher, J., and Ransbotham, S. (2010). Social media and customer dialog management at Starbucks. MISQE, 9(4), 197-212. Di Gangi, P.M., Wasko, M., and Hooker, R. (2010). Getting customers ideas to work for you: Learning from Dell how to succeed with online user innovation communities. MISQE, 9(4), 213-228. Leidner, D., Koch, H., and Gonzalez, E. (2010). Assimilating Generation Y IT new hires into USAAs workforce: The role of an Enterprise 2.0 system. MISQE, 9(4), 229-242. Culnan, M.J., McHugh, P.J., and Zubillaga, J.I. (2010). How large U.S. companies can use Twitter and other social media to gain business value. MISQE, 9(4), 243-259. Deans, P.C. (2011). The impact of social media on C-level roles. MISQE, 10(4), 187-200. Heath, D., Singh, R., Ganesh, J., and Taube, L. (2013). Building thought leadership through business-to-business social media engagement at Infosys. MISQE, 12(2), 77-92. Jarvenpaa, S.L., and Tuunainen, V.K. (2013). How Finnair socialized customers for service co-creation with social media. MISQE, 12(3), 125-136. Mandviwalla, M., and Watson, R. (2014). Generating capital from social media. MISQE, 13(2), 97-113.

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