

Preface

Sometime in mid-2007, I received an invite from Professor Ramesh Sharda of Oklahoma State University, the Series Editor of the Annals of Information Systems (AoIS), to guest edit a volume in the AoIS series. I had just finished writing my new book on collaborative innovation, *The Global Brain* (Wharton School Publishing, 2007) and one of the topics I had dealt with in that book related to the role of information technology (IT) in facilitating inter-organizational collaborative innovation. I had also written an opinion piece on the topic of IT and product development in *MIS Quarterly* in 2003. As such, I was quite interested in exploring this topic further and an AoIS edited volume seemed a natural vehicle for that. I submitted a proposal outlining this idea and it was readily accepted by the Series Editor at Springer.

Given the broader organizational and business context in which IT applications support product development activities, it was clear to me from the proposal stage onward that to truly explore the different research issues on IT and product development the edited volume would need to seek out and include diverse disciplinary ideas and theoretical perspectives. So the Call for Chapters was sent out to a wide range of electronic mailing lists and other online venues representing varied academic fields and areas. Chapter submissions were due in early 2008. By the due date, I received many worthwhile papers from researchers in different fields including information systems, marketing, strategy, communications, and organizational behavior. I also received submissions from a few leading practitioners with keen interest on this topic. The final set of chapters selected for this volume represents such diversity in thought, ideas, and disciplinary background.

The chapter submissions went through a double blind review process. The reviews focused on evaluating the manuscripts on their research orientation, relevance and value addition of the theoretical perspective(s) employed, and their overall rigor and validity. Based on the reviews, the authors were invited to revise and resubmit their chapters. Most chapters that were accepted went through two rounds of such revision and some of the submissions were rejected after the first round of review. The final manuscript for this volume was submitted to Springer in April 2009.

I would like to thank Professor Ramesh Sharda and Gary Folven, the former area editor at Springer, for encouraging me to work on this edited volume and for readily accepting my proposal. I also wish to thank Neil Levine, the current area editor at

Springer, as well as Carolyn Ford and Matthew Amboy, both of Springer, for their help in producing this volume in a timely manner. I am also grateful to all those who volunteered to review the various chapters. Finally, I wish to thank the chapter authors without whose contribution this volume would not have been possible.

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