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Book Review

Laudon, K. C. and Laudon, J. P. Management Information Systems: Managing the Digital Firm, Global Edition, 17th Edition, 2022. Pearson, Pages: 648, Price: USD 103.91 (LKR 35,300) ISBN-13: 978-1-292-40328-1 (Hbk) | ISBN-13: 978-1-292-40357-1 (ebk)

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Introduction

Management Information Systems: Managing the Digital Firm remains one of the most widely used and authoritative textbooks in the field of Management Information Systems (MIS). As the authors state, “the goal of Management Information Systems is to provide students and instructors with an authoritative, up-to-date, interactive, and engaging introduction to the MIS field” (p. 20). The book adopts a case-based approach to studying information systems (IS), and the 17th edition has been updated to include topics such as artificial intelligence and data analytics. The Global Edition specifically targets international (non-US) markets and therefore incorporates international case studies and examples. It provides a comprehensive overview of IS, demonstrating how businesses use IS to solve problems and achieve their objectives. The book is structured into four parts, as summarised below.

Part One: Organizations, Management, and the Networked Enterprise

Part 1 contains four chapters providing an overview of IS and its connection to organisational strategy. Chapter 1, titled “Information Systems in Global Business Today”,

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explains how IS transforms businesses, the essential role of IS, how it functions, and the management, organisational and technological components involved. It also covers the academic disciplines that help understand IS. Chapter 2 explains the link between business processes and IS, how IS supports different management groups, why systems collaborate with social businesses, and the role of IS in such contexts. The third chapter examines the relationship between IS and organisational strategy, focusing on how IS supports the achievement of competitive advantage, and the challenges associated with strategic IS. In Chapter 4, the authors discuss a critical and timely topic: ethical and social issues in IS, with a focus on ethical and social concerns, principles for ethical decision-making, individual and intellectual property issues, information rights, and the role of IS in establishing accountability and liability for information.

Part Two: Information Technology Infrastructure

This section covers the Information Technology infrastructure across four chapters. The first chapter of this section, Chapter 5, focuses on infrastructure facilities, their evolution, current hardware and software trends, and the challenges involved in managing them. Chapter 6 offers foundational knowledge on managing organisational data resources, starting with issues in traditional file systems, then explaining how a Database Management System (DBMS) addresses those issues and its capabilities. It further explains the principal tools and technologies available for assessing information from databases and their role in decision-making. The chapter introduces the concept of “Big Data” and provides a detailed overview of various tools for extracting useful information from both internal and external systems. The latter part of the chapter discusses data governance and data quality assurance, both of which are critical to effective data management. Chapter 7 discusses different types of networks and wireless technologies. Chapter 8 provides a thorough discussion of system vulnerabilities, the business value of security and control, and the technologies available for safeguarding information resources.

Part Three: Key System Applications for the Digital Age

This part of the book comprises four chapters and discusses enterprise applications and their role in improving decision-making. Chapter 9 discusses enterprise systems, with a special focus on customer relationship management and supply chain management systems. It also highlights the challenges and emerging trends of these applications. Chapter 10 examines the distinctive features of e-commerce, various e-business and revenue models, and mobile commerce. Chapter 11 provides an in-depth understanding of the importance of knowledge management, systems for knowledge workers, and the use of artificial intelligence in modern business. The final chapter, “Enhancing Decision-Making,” describes how IS assists managers and supports managerial decision-making, emphasising the importance of business intelligence and analytics capabilities.

Part Four: Building and Managing Systems

Part 4, the final section of this book, includes three chapters and explains how to build and manage IS. The first chapter in this section, Chapter 13, covers the system development process, including principal methodologies and new approaches for building IS. Chapter 14 examines IS projects, focusing on project management objectives, risk factors, and risk management strategies. The final chapter addresses the management of global IS, discussing how to develop an international IS architecture, along with the strategies, challenges, and technical alternatives to consider in such implementations.

Evaluation

This is a highly structured textbook, with each chapter systematically organised to help both undergraduate and postgraduate students, as well as educators, easily follow the content. Each chapter begins with an overview that includes the learning objectives, chapter cases, and video cases, followed by a chapter-opening case and a diagram analysing the management, organisation, and technology model guiding the chapter. Each chapter also features two interactive sessions with case study questions, video cases, career opportunities, a review summary, key terms, review and discussion questions, Hands-on MIS Projects, and a collaboration and team project. Chapters conclude with a case study and references. This comprehensive structure makes the book suitable for both classroom teaching and independent study. It is also available as a stand-alone eText, enabling learning anytime, anywhere.

The authors explain concepts in detail, supported by relevant literature where necessary. The content flows smoothly from one topic to the next, illustrating how key concepts evolve, their current applications, and potential future developments. The book is suitable for a wide range of readers, including undergraduate and postgraduate students, as well as educators. It caters to both novice readers and those with extensive knowledge of MIS. As an educator who has used this book for more than ten years, I find that each new edition refreshes my understanding while providing new insights into various concepts, particularly through real-world case studies. The book presents charts, graphs, tables, figures, and images in a clear and engaging format that enhances readability and encourages further reading.

For students, this book provides a balanced overview of both the theoretical and practical aspects of IS. Real-world case studies, video cases, review and discussion questions, and ideas for team projects help students expand their practical knowledge while learning key theoretical concepts. Most importantly, in each chapter, the authors present at least three real-world case studies and explain how well-known companies use IS to solve problems and achieve their objectives. Specifically, the global edition includes international case studies, unlike the predominantly US-based case studies, which helps international students to easily understand the concepts and relate them to their local and regional contexts. By studying these case studies and answering the accompanying questions, students can enhance their soft skills, particularly critical thinking, while gaining a deeper understanding of how contemporary businesses use IS.

For educators, this book provides up-to-date knowledge of how contemporary organisations use IS and the challenges they face. It also includes supplementary materials such as an instructor manual, a test bank, computerised TestGen, PowerPoint slides, learning tracks, video cases, and instructional videos. Although these materials are not readily accessible to all educators, they nevertheless offer considerable benefits for instructors who are able to use them.

While the book has many merits, there is room for improvement in future editions. Some chapters cover technical or computer science-related topics in considerable depth, which may be challenging for management students to learn and understand. For example, topics such as “Key Digital Networking Technologies” in Chapter 7 can be relatively complex for management students to learn, as they introduce technical terms that may be unfamiliar to them.

Conclusion

Management Information Systems: Managing the Digital Firm is a highly recommended textbook for both students and educators. It provides a comprehensive understanding of how modern organisations use IS, the challenges they face, and the benefits they achieve. The inclusion of a broad range of learning resources, including case studies, review questions, and team projects, makes this a highly recommended and engaging textbook for both students and educators for learning MIS.

About the Authors

Kenneth C. Laudon is a Professor of Information Systems at New York University. He has authored 12 books and more than 40 articles on IS, electronic commerce, the social, organisational and management impact of IS, ethics, privacy and multimedia technology. Professor Laudon has also served as a researcher, consultant, and in-house educator for several consulting firms and has contributed to numerous projects for Fortune 500 companies.

Jane P. Laudon is a management consultant specialising in IS and the author of seven books. Her areas of expertise include systems analysis, data management, MIS auditing, software evaluation, and educating business professionals on the design and implementation of IS.