IS Research—Looking Forward: A Vision for the *MIS Quarterly*

Arun Rai

MIS Leadership Conference
University of Arizona
November 14, 2015
• **Premier IS general-interest journal**—enjoys a stellar reputation in rankings and impact factors

• **ISI Impact Factors**: 5.3 (2014); 8.5 (5-Year)

• **Ranked consistently in Top Journal lists** (e.g., UT Dallas and Financial Times lists)

• **Welcomes diverse perspectives**: Individual-level behavioral origins that has expanded to include organizational, design science, and economics research traditions
The MIS Quarterly Trifecta

• Impact
• Scope of Influence
• Speed
MISQ Strategic Positioning

• **Big Tent**—Face of the IS Discipline

• Publish impactful work:
  – *Within traditions* (and flavors within traditions)
  – *Between traditions*—intradisciplinary
  – *Between IS and other disciplines*—interdisciplinary

• Destination for research that pushes the boundaries of *what* is investigated in the IS discipline and *how* it is investigated

• Does not fit the script may be a feature, not bug!
Leader in Mindshare

- Understanding digital phenomena—bright and dark
- Digital innovations to solve business/societal problems
- Novel approaches to study digital phenomena—go-to destination for scholars in IS and other disciplines
- Web and other IT platforms for research—intervention and collection/analysis/interpretation of digital traces
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# Pushing the Frontiers: The Reviewing Process

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Avoid Type 2 errors from:
- Process rigidity
- Entrenched frames of references
- Absence of boilerplates

Established boilerplates

Cycle Time
Arun Rai
arunrai@gsu.edu
Web site: arunrai.us

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