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MISQE Panel Discussion "Tips & Advice for Writing an MIS Quarterly Executive Paper - A Panel Discussion with Best Paper Authors"

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Welcome & Introduction

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Mary Leach
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Welcome & Introduction

Hope Koch
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Welcome & Comments from the Editor

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Edward G. Schleider Endowed Chair of Information Sciences
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2015 AIS Best Paper Award Winner

Tips & Advice for Writing an MIS Quarterly Executive Paper
A Panel Discussion with Best Paper Authors

Virtual Workshop | Wednesday, January 5, 2022

Rebekah Eden
Queensland University of Technology

Mary Lacity
University of Arkansas

Iris Jungles
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Tips & Advice for Writing an MIS Quarterly Executive paper:
A Panel Discussion with Best Paper Authors

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2020 AIS Best Paper Award Winner

Eden, Rebekah; Jones, Andrew Burton; Casey, Veronica; and Draheim, Michael (2019) “Digital Transformation Requires Workforce Transformation,” MIS Quarterly Executive: Vol. 18: Iss. 1, Article 4.
Digital Transformation Requires Workforce Transformation

Organizational leaders know that digital transformation and workforce transformation are intertwined, yet research provides little insights to guide these interrelated efforts. From our study of large Australian health care services, we have identified three workforce transformation practices—flexing, deepening and revitalizing—that facilitated an integrated digital workforce transformation and helped overcome the significant challenges involved. The lessons from this case study are relevant for the leaders of many large organizations contemplating digital transformation.


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Australia

Core challenge:
• Balancing theory and practice to develop rich and insightful lessons learnt.

Addressing the challenge. Reflect on:
• How can practitioners learn from this?
• What actions can they take away with them?
• How does each part of the paper build on each other?

“the workforce aspects should get more attention and actionable suggestions”

“focus on the workforce, give clear and actionable advice for how transformation tensions be overcome and what are the do’s and don’ts for steering the teams through the transformation”

Overall
Opportunity
Opportunity
Examples
Challenges R S M D G

Flexing
Increase workforce flexibility
• How to manage staff across multiple hospitals and adjust roles rapidly at each site

Increase individual flexibility (telework, mobile work, prioritising patients)
• How to govern remote work and use of mobile devices in or outside of work

Revitalizing
Removal of unnecessary processes and roles, and create new ones
• How to develop new skills and capabilities at the individual and organizational level

Support individual departure
• How to handle industrial relations issues and individual sensitivities

Deepening
Rethink what it means to be a good hospital health service
• How to maintain a strong culture

Rethink what it means to be a good clinician and/or manager
• How to govern the tension between exploitation and exploration
• How best to support identity discovery

Example
Initial version of challenges

Excerpt of final version of challenges
Lesson 1. Establish the culture for successful workforce transformation
Lesson 2: Build an ongoing digital/workforce transformation competence
Lesson 3: Manage transformation across organizational levels:

1. Build the cultural foundations
2. Develop a project management and optimization capability

Bringing it together

<table>
<thead>
<tr>
<th>Transformation Challenge</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interlinking digital/workforce transformation</td>
<td>Engage in:</td>
</tr>
<tr>
<td></td>
<td>• Flexing</td>
</tr>
<tr>
<td></td>
<td>• Deepening</td>
</tr>
<tr>
<td></td>
<td>• Revitalizing</td>
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<tr>
<td>Laying the foundations for the interlinked</td>
<td>Build:</td>
</tr>
<tr>
<td>digital/workforce transformations</td>
<td>• A change-as-usual culture</td>
</tr>
<tr>
<td></td>
<td>• Project management and optimization capabilities</td>
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<tr>
<td>Building an ongoing competence in interlinked</td>
<td>Develop competence in:</td>
</tr>
<tr>
<td>digital/workforce transformation</td>
<td>• Collaborative visioning</td>
</tr>
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<td></td>
<td>• Evidence-based improvisation</td>
</tr>
<tr>
<td></td>
<td>• Managing tensions between revitalization efforts across organizational levels</td>
</tr>
</tbody>
</table>
Lessons Learnt – writing process

- Identify the practical significance/novelty of both the concept and the case organization
- Highlight the *actions* practitioners perform, rather than a descriptive account
- Identify clearly how challenges are overcome
- Incorporate/compare to theoretical and practical models
- Conduct follow up interviews to garner further specificity.

Thank you

Rebekah Eden (rg.eden@qut.edu.au)
Tips & Advice for Writing an MIS Quarterly Executive paper:
A Panel Discussion with Best Paper Authors

Dr. Iris Junglas
Noah T. Leask Distinguished Professor of Information Management and Innovation
College of Charleston
2017 AIS Best Paper Award Winner

Müller, Oliver; Junglas, Iris; Debortoli, Stefan; and vom Brocke, Jan (2016) "Using Text Analytics to Derive Customer Service Management Benefits from Unstructured Data," MIS Quarterly Executive: Vol. 15: Iss. 4, Article 4.
Background of the paper

- “Using Text Analytics to Derive Customer Service Management Benefits from Unstructured Data”
- 2016 (with a start in 2014)
- Technology: LDA algorithm, or a sophisticated algorithm that extracts meaning from text
- Three organizations at hand: FSU, Hilti, Inventx
- Outcome: four lessons learned

- At the time, we only knew two things: it’s a ground-breaking technology, and organizations don’t know about its potential
Some take-aways for me

• A good MISQe paper is rarely the result of one study
  • Even though its skeleton might look simple, it is not; it is well researched, often from multiple angles
  • In fact, a MISQe paper often starts where the research paper ends
• A good MISQe paper has to have something new that sits on executives’ minds
  • A new technology, a new trend, a new phenomenon, a new way doing things
• Writing for MISQe is vastly different than writing a research paper—it is more fun
  • Style is different, structure is different, conclusions are different
  • Thinking about highlights helps tremendously (3-5 bullet items)
  • Has the advantage of being able to show relevance to the market

Tips & Advice for Writing an MIS Quarterly Executive paper: A Panel Discussion with Best Paper Authors

Dr. Mary Lacity
Walton Professor of Information Systems and Director of the Blockchain Center of Excellence
University of Arkansas

2019 AIS Best Paper Award Winner

• Practitioners value academic evidence as to what is the “same” and what is “unique” about an emerging IS practice or technology.

• They value suggested courses of action based on engaging success stories.

IS researchers investigate innovators and early adopters to create action principles

Future adopters consider the action principles to guide their implementation journeys

MIS Quarterly Executive

Addressing Key Challenges to Making Enterprise Blockchain Applications a Reality

Five Key Questions When Considering a Blockchain Application

1. Is a blockchain the right solution?
2. How are blockchain standards being established?
3. How can a blockchain solution comply with legislation given the regulatory uncertainty?
4. How should a blockchain solution be governed?
5. How can a viable ecosystem be established?
1. Assess the Investment Potential of Interfirm Process Innovation
2. Determine the Root Causes of Ecosystem Pain Points and Consider Reengineering Them
3. Create a Shared Version of the Truth and Consider Whether Blockchains Might Apply
4. Consider Whether to Custom Build or Use a Configurable Platform
5. Decide Whether to Start with a Proof of Concept or a Production Pilot
6. Decide Whether to Manage the Blockchain Yourself or Buy it as a Service

WALTON

Open Q&A
Thank you to our panelists!