

Association for Information Systems

AIS Electronic Library (AISeL)

Rising like a Phoenix: Emerging from the
Pandemic and Reshaping Human Endeavors
with Digital Technologies ICIS 2023

Professional Development Workshops

Dec 11th, 12:00 AM

Publishing Papers in Premier Journals: Learning to Identify Important Research Questions and Framing the Paper

Viswanath Venkatesh

Virginia Tech, vvenkatesh@vvenkatesh.us

Follow this and additional works at: <https://aisel.aisnet.org/icis2023>

Recommended Citation

Venkatesh, Viswanath, "Publishing Papers in Premier Journals: Learning to Identify Important Research Questions and Framing the Paper" (2023). *Rising like a Phoenix: Emerging from the Pandemic and Reshaping Human Endeavors with Digital Technologies ICIS 2023*. 1.

<https://aisel.aisnet.org/icis2023/pdw/pdw/1>

This material is brought to you by the International Conference on Information Systems (ICIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in Rising like a Phoenix: Emerging from the Pandemic and Reshaping Human Endeavors with Digital Technologies ICIS 2023 by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

Publishing Papers in Premier Journals: Learning to Identify Important Research Questions and Framing the Paper

PDW

Viswanath Venkatesh
Virginia Tech
Blacksburg, VA
vvenkatesh@vt.edu

Abstract

Choosing and researching the right problem is a critical driver of successfully publishing papers, especially in high-quality journals. Although in recent times, gap spotting approaches to doing science has been criticized in favor of assumption challenging and paradigm changing work, the PDW will address the need to balance different types of research problems/questions. Finally, the PDW will discuss how to write an effective introduction that captures and frames the important problem being studied. Together, this PDW will help participants in their journey of pursuing the right question and packaging it effectively in an introduction for a journal article.

Introduction

Researchers struggle the most with the most important part of the paper—namely, the introduction. Learning the foundational knowledge (science) and pairing the same with experiences and tips (art) to studying and writing about a problem is key to success in publishing papers.

Topic Areas

Choosing important problems, gap spotting, assumption challenging, writing the introduction.

Take Away

Learn what types of questions to choose and what not to choose; learn how to write a compelling introduction.

Session Timing

The session is planned for ninety minutes.

Audience hardware / software requirements – onsite / virtual:

Standard projection set up.

Maximum number of participants – onsite / virtual:

Onsite only preferred. No limit on participants per se.

Organizer's and Presenter's Bio:

Viswanath Venkatesh has significant experience conducting workshops on various topics tied to problem definition, theory development, and writing papers. He has authored a book titled "Road to Success..." that provides several templates and tools to write a paper and revise a paper. He also teaches a full-semester course on these topics. In addition to this, his publication record, with numerous papers in leading IS journals, is a testament to his skills developed in this space such that he can share both systematic, scientific approaches and lessons learned from years of experience and publishing a number of papers. More objectively, he is among the authors who has published the most number of papers in *Information Systems Research* and *MIS Quarterly* over the most-recent 25-year period. His Google Scholar citation count is over 170,000, and is the highest among information systems scholars and among the highest in all business disciplines.

Commitment Statement

The presenter commits to attending ICIS and delivering the presentation and discussion in the given time slot.