

电子商务和信息系统 的前沿研究及写作技巧

Xin (Robert) Luo, Ph.D.
Endowed Regent's Professor
Anderson School of Management
The University of New Mexico
USA

Associate Editor for: *MIS Quarterly* (ad-hoc),
Decision Sciences, *European Journal of
Information Systems*, *Electronic Commerce
Research*, *Journal of Electronic Commerce
Research*



Editor in Chief:
*International Journal of Accounting
and Information Management*
*International Journal of Computer
and Information Security*

电子商务 versus 管理信息系统

- 中国大陆：E-Business（电子商务）
- 美国：Management Information Systems（管理信息系统）
 - 常见下设热门专业方向：
 - ☞ 商务智能分析（大数据分析） Business Analytics
 - ☞ 信息系统安全 Information Assurance
 - 电子商务专业学科发展缓慢
 - ☞ 部分核心课程开发
 - ☞ Database Management, Business Programming, Web Development, Project Management, etc.

何谓管理信息系统/信息系统研究？

- 基础科学 Basic Sciences vs. 应用科学 Applied Sciences
 - Hard science vs. soft science
- 主要研究方法 Main Approaches
 - 实证行为 *Behavioral (main street)*
 - 建模 *Analytical & Mathematical (formula street)*
 - 逻辑概念 *Conceptual (writing street)*
 - 设计科学 *Design Science (newly built street)*
- 美国主流研究方法
 - ***Behavioral***
 - *Analytical & Mathematical*
 - *Design Science (surfacing)*

国际顶级MIS期刊

- Premier (A level) IS venues (6+2)
 - *MIS Quarterly*
 - *Information Systems Research*
 - *European Journal of Information Systems*
 - *Journal of MIS*
 - *Journal of the AIS (flagship of AIS)*
 - *Information Systems Journal*
 - *Journal of Strategic Information Systems*
 - *Journal of Information Technology*

相关交叉学科的顶级期刊

- **IEEE/ACM/DSS/MS Areas**
 - *Decision Support Systems*
 - *Decision Sciences*
 - *Management Science*
 - *Marketing Science*
 - *Organization Science*
 - *IEEE Transactions (on various areas, e.g. Engineering Management, Professional Communications, etc.)*
 - *ACM Transaction on Information Systems*

涌现中的A级刊物

- ISR的教训
- *ACM Transactions on Management Information Systems*
 - Design science favored, but open to all papers in general
- *AIS Transactions on Human-Computer Interactions*
 - HCI favored, but open to all behavioral or design science papers

其他相关的A-或B级期刊

- *Computers & Security*
- *International Journal of E-Commerce*
- *Information & Management*
- *Journal of Computer Information Systems*
- *Communications of the AIS*
- *Journal of Global Information Management*
- *Journal of Global Information Technology Management*
- *Electronic Markets*
- *Electronic Commerce Research & Applications*
-

电子商务专业期刊

- International Journal of E-commerce
- Journal of Organizational Computing and Electronic Commerce
- Journal of Electronic Commerce Research
- Electronic Markets
- Electronic Commerce Research
- Electronic Commerce Research & Applications
- International Journal of Mobile Communications

近期国际同行关注的科研焦点

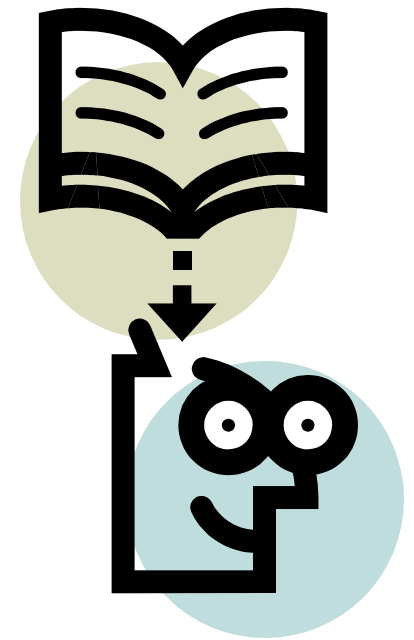
- 信息安全及隐私
 - Dark side (the newest research orientation)
 - IFIP workshop (2014: New Castle, England, UK/ 2015: Delaware, USA/ 2016: Albuquerque, New Mexico, USA)
- 虚拟社区/社交网络/社交商务 (social commerce)
 - For individual and organizational levels
- 创新型技术
 - Cloud computing versus business value/performance
 - Green IT implementation & diffusion & management
 - Business analytics & Big Data
- 跨文化
 - New theories are being demanded for top-tier journal publications
 - Hofstede is OK; Use MISQ Espoused Cultural Constructs instead (Srite & Karahanna, 2007)

信息安全及隐私

- A prevalent arena
- *MIS Quarterly* special issue (2010)
- *European Journal of IS* special issue (2009)
- *Decision Support Systems* (soon to come in 2014-2015)
- Behavioral approach
 - ∞ Studying inside threats (e.g., organizational employees' behavior)
 - ∞ Information assets management & protection (e.g. password)
 - ∞ Using psychological theories (i.e., long-term memory)
 - ∞ Studying outside threats (e.g., black-hat hackers)
 - ∞ Using data mining technique

相关前沿理论体系

- Theory of Planned Behavior
- Theory of Reasoned Action
- General Deterrence Theory
- Rational Choice Theory
- Social Learning Theory
- 借鉴于 犯罪学 **criminology**
 - **A new area for IS scholars**
 - **Replicating criminological theories isn't sound enough → what's new for IS research?**



Technology Adoption?

- Old-school
- TAM (technology acceptance model)
- TPB (theory of planned behavior)
- TRA (theory of reasoned action)
- TAM₂, TAM₃
- UTAUT (unified theory of adoption & use of tech.)
- UTAUT II
- OK for graduate students to warm up
- Not recommended for junior → senior scholars
- Very difficult to publish at A-level journals
 - So what question!

期刊的选择

- ABC级别
- SSCI vs. SCI 检索期刊
 - Big time in China; no-biggie in the United States
 - Use AIS journal ranking list (A, B, C)
- Ask yourself & research objectives
 - Research-oriented schools require A pubs
 - Teaching-oriented schools are flexible

期刊的选择

- 咨询编辑
 - Email your abstract; it doesn't hurt to ask
 - Read the journal's recent volumes
- 等待特刊
 - Perfect timing for your research paper
 - Contact the guest editor(s) for the **FIT**
- 找到合作团队
 - Find an experienced scholar to work with/lead the project

怎样准备研究文章？

- Read top-tier journals for emerging trends & directions for future research
- A good idea → access to quality data source → scientifically solid theories → proper research methodology → good writing skills → good patience → good fortune 😊
- Find a native editor to help remedy Chinglish
 - E.g. *Fall into water carefully?* – what???
 - It doesn't hurt to spend \$ on this crucial process
 - ☞ Average cost: \$200~300 USD
 - It's a good idea to work with American scholars

非常重要的引入

- Intro is very important
 - Articulate the need for this research
 - ☞ Any existing gaps? Any areas to further advance?
 - ☞ Be realistic! Don't over-brag about your statement.
 - ☞ Use authoritative statistics or citations to beef up quality
 - ☞ Recent info is more appreciated.
 - ☞ Remember some “standard” sentences
 - ☞ Read top-tier journal papers and memorize these “bible” sentences
 - ☞ Briefly list your “significant” contributions in here
 - ☞ Briefly state the theoretical background

科研文章的结构

- **Basic structure**
 - Good & appealing introduction
 - Complete literature review
 - Solid theoretical background
 - Theoretical development & Research Model
 - ∞ Hypotheses listed
 - Research methodology
 - ∞ Where is data? How did you collect it?
 - ∞ How did you filter & analyze & manipulate the data?
 - Discussion
 - ∞ Re-phrase your data analysis in an interesting way (contributions?)
 - ∞ Implications for research & practice
 - Limitation & Future Research
 - A short yet very conclusive summary

投稿前的必要准备工作

- Very carefully read the journal's guidance for authors
 - Format citations using EndNote (easy to convert) to avoid being desk-rejected
 - Write a good cover letter
 - ☞ it doesn't hurt to nominate editors/reviewers
 - ☞ You may try to contact them in advance to receive an OK
 - ☞ Avoid Conflict of Interest or state it on your cover letter
 - ☞ Remove all personal information to avoid being desk-rejected
 - ☞ No need to show off grant info to reveal your affiliation info

投稿后。 。 。

- Double-check the confirmation file
 - Re-examine the PDF source file
 - Contact the managing editor if there's any problem
- Then wait patiently
- Patience shall pay off
- What if you don't hear anything from the editor?
 - Keep waiting for another 2 weeks or so after the specified date for notifications
 - Then politely contact the editor
 - ☞ This is the beauty of “art”

如果被拒稿？

- This is usual
 - Quite commonly seen at top-tier journals
 - ☞ A-level pubs: after 3 rounds of RR, still happens
 - Common practice
 - ☞ Read the AE report and reviewers' comments
 - ☞ See why the paper was rejected
 - ☞ If this was a mistake, contact the AE and/or SE
 - Keep “shopping” around for another OK outlet
 - ☞ Try to revise the paper using the review report
 - ☞ If A won't work, try B+, then B. C won't help much.
 - ☞ Do NOT hold the rejected paper too long

如果是R&R 修改后再投？

- Great! This is a not-too-bad start
 - Don't be over-optimistic, as A journals reject a lot of R&R papers still
 - A signal of reckoning the paper's merit
 - Carefully read the AE report & reviewers' comments
 - ∞ See what you can do and cannot do
 - ∞ Outline the timeframe for revision
 - ∞ Don't delay the revision; resubmit the paper in a timely manner (why? ☺)
 - ∞ Prepare a detailed Response Document
 - How you address the comments and where are the changes?

如果是有条件接受？

- Very rare for A journals after submission
- A very promising signal!
 - But calm down
 - Analyze the “conditions”
 - ☞ see what you can do and cannot do
 - ☞ Again, don't delay the revision
 - ☞ Resubmit the paper back to the editor in a timely manner
 - ☞ Be very polite to thank the review team & editors
 - ☞ Still present a good & diplomatic Response File

文章被接受和发表后

- Use Google scholar to register for citation count
- Once your name stands out, try to voluntarily review articles for A or B+ journals
 - Familiarize with editors and the journal's style
 - Or contact the editors to nominate yourself
 - ☞ Too risky in early stages, try to build up your reputation first; then quality review requests shall come to you
- Network with other scholars; have “good coffee” time with them at national/international conferences
- It's OK to ask the paper you're reviewing to cite your papers but don't make it too apparent

一些经验分享

- In starting years: work with well-known scholars
 - Introduce yourself; coffee time at ICIS
 - Attend prestigious conferences often and present your ideas in front of global audience
- Review for best journals and ICIS/AMCIS
 - This is a good path to future editorial roles
 - Communicate with EICs or SEs or AEs
- Become an AE for good journals
 - Judge others' work and make objective comments and decisions
 - Attend editors' workshop to mingle with other AEs or EICs
 - Keep being productive (focus on high quality publications)

Question and Answers?



THANK
YOU