

Charting Your Research Journey

Arun Rai
Regents' Professor & Harkins Chair
Center for Process Innovation & CIS Department
Robinson College of Business
Georgia State University
Atlanta, GA 30303
arunrai@gsu.edu
Web site: arunrai.us

**Presented at The AMCIS Doctoral Consortium
August 7, 2014**

The Currencies from Research

- Quality Publications
- Intellectual Leadership
- Impact
- Reputation
- Most importantly, enjoyment & growth

Charting Your Research Journey

- ① Scholarship as conversation
- ② Engagement enriches scholarship
- ③ Partner judiciously and responsibly
- ④ Develop a research strategy for projects and a publication strategy for papers
- ⑤ Eggs in one basket—or not
- ⑥ Perseverance pays off, almost always
- ⑦ Desire to succeed greater than fear of failure

1. Scholarship as Conversation

THE UNSUCCESSFUL SELF-TREATMENT OF
A CASE OF "WRITER'S BLOCK"¹

DENNIS UPPER

VETERANS ADMINISTRATION HOSPITAL, BROCKTON, MASSACHUSETTS

REFERENCES

¹Portions of this paper were not presented at the 81st Annual American Psychological Association Convention, Montreal, Canada, August 30, 1973. Reprints may be obtained from Dennis Upper, Behavior Therapy Unit, Veterans Administration Hospital, Brockton, Massachusetts 02401.

*Received 25 October 1973.
(Published without revision.)*

COMMENTS BY REVIEWER A

I have studied this manuscript very carefully with lemon juice and X-rays and have not detected a single flaw in either design or writing style. I suggest it be published without revision. Clearly it is the most concise manuscript I have ever seen—yet it contains

sufficient detail to allow other investigators to replicate Dr. Upper's failure. In comparison with the other manuscripts I get from you containing all that complicated detail, this one was a pleasure to examine. Surely we can find a place for this paper in the Journal—perhaps on the edge of a blank page.

*A MULTISITE CROSS-CULTURAL REPLICATION OF UPPER'S (1974)
UNSUCCESSFUL SELF-TREATMENT OF WRITER'S BLOCK*

ROBERT DIDDEN

RADBOD UNIVERSITY NIJMEGEN

JEFF SIGAFOOS

UNIVERSITY OF TASMANIA

MARK F. O'REILLY

UNIVERSITY OF TEXAS AT AUSTIN

GIULIO E. LANCIONI

UNIVERSITY OF BARI

AND

PETER STURMEY

QUEENS COLLEGE, CITY UNIVERSITY OF NEW YORK

Preparation of this article was supported by a grant of \$2.50 from the first author's personal funds. We hope to submit a version of this paper at the next international conference in St. Tropez.

Address correspondence to Robert Didden, Radboud University, Nijmegen, Department of Special Education, PO 9104, 6500 HE, Nijmegen, The Netherlands (e-mail: R.Didden@pwo.ru.nl).

doi: 10.1901/jaba.2007.773

The consistency between the findings of this multisite cross-cultural replication by Didden, Sigafoos, O'Reilly, Lancioni, and Sturmey and those reported in Upper's now-classic paper on writer's block (Upper, 1974) are remarkable and serve to substantially extend the generality of Upper's findings. The consistency between the editorial opinion of the action editor, Linda LeBlanc, whose reviewer comments are enclosed verbatim parenthetically here () and this paper is equally remarkable. This kind of symmetry is rare in any science and particularly rare in behavior analysis, and

REFERENCE

Upper, D. (1974). The unsuccessful self-treatment of a case of "writer's block." *Journal of Applied Behavior Analysis*, 7, 497.

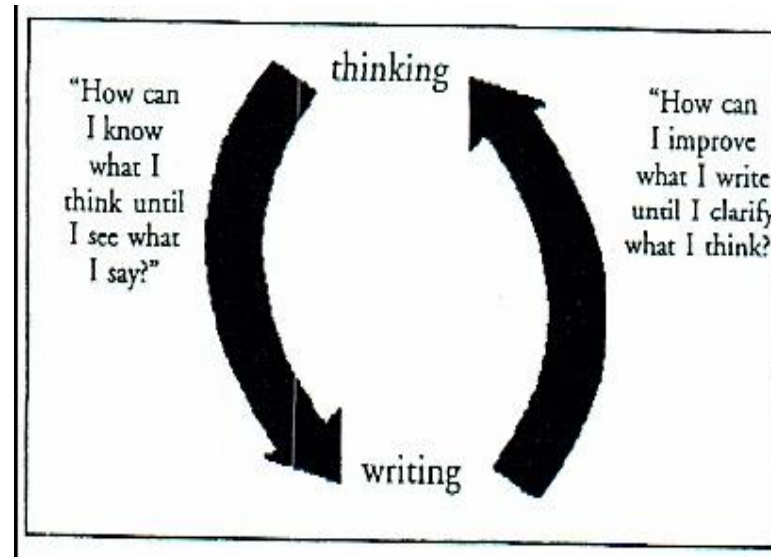
Received July 2, 2007

Final acceptance July 5, 2007

Action Editor, Linda LeBlanc

because of it I was compelled to accept the Didden et al. paper without revision. I did not change one word, and this is a first in my tenure as editor. Another virtue of the paper is its awe-inspiring brevity. It is my hope that it will one day serve as the model for Brief Reports in *JABA*. I was reminded of a remark often attributed to Mark Twain, "I am sorry I wrote such a long letter, I did not have time to write a shorter one." In the spirit of that remark, I salute the authors for the time they took to prepare this lovely little paper. — Patrick C. Friman, Editor

Huff Advice: THINK before you write Then -- WRITE to help you rethink.



Critical questions:

- Which conversations should I participate in?
- Who are the important “conversants?” - members in the audience
- What are they talking about now? - their beliefs & assumptions
- What can I add to the conversation?

2. Engagement Enriches Scholarship

Making Contributions: The Grand Challenge



Interesting,
but is it true?



True, but is it
interesting?

Is The Scholarship-Practice Gap a Knowledge Production Problem?

If the duty of the intellectual in society is to make a difference, the [academic] research community has a long way to go to realize its potential.

The action steps to resolve the old dichotomy of theory and practice were often portrayed with the minimalist request for researchers to engage with practitioners through more accessible dissemination.

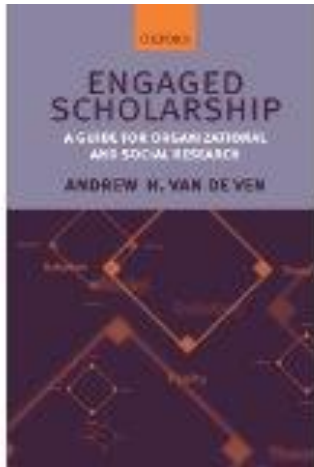
But dissemination is too late if the wrong questions have been asked. A wider and deeper form of engagement between researchers and practitioners is needed to co-produce knowledge.

Andrew Pettigrew,

*"Management Research After Modernism,"
British Journal of Management, 2001, vol. 12,
iss. SPI/1, pp. S61-S70*



Types of Engaged Scholarship (The Myth: One Type)



Research
Perspective

**Detached
Outside**

**Attached
Inside**

Research Question/Purpose

To Describe/Explain

To Design/Intervene

<p>Basic Science With Stakeholder Advice</p>	<p>Policy/Design Science Evaluation Research For Professional Practice</p>
<p>Co-Produce Knowledge With Collaborators</p>	<p>Action/Intervention Research For a Client</p>

1
2

3
4

Benefits of Engagement with Practice

- Develops up-close understanding of phenomenon and challenges afar theoretical explanations
- Surfaces viewpoints of multiple stakeholders, promoting interdisciplinary perspectives
- Provides excellent sources for study sites & both primary and archival data
- Generates funding for doctoral students, postdocs, and research process/infrastructure

Engagement in the Profession



- Development
- Advice
- Collaborations
- Relationships
- Support

3. Conceive Projects With a Research Strategy, Craft Papers With a Publication Strategy



Publication
Strategy



- Staying power
- Personal commitment
- Field opportunities
- Multiple perspectives
- Empirical materials

- Outlets
- Pipeline

4. Partner, But Cautiously



Risk: Misaligned Expectations

MITIGATION STRATEGIES

- Select partners carefully
- Establish understanding
 - Objectives
 - Partners & roles
 - Interactions
 - Deliverables & timelines
 - Intellectual property rights
- Schedule periodic review meetings

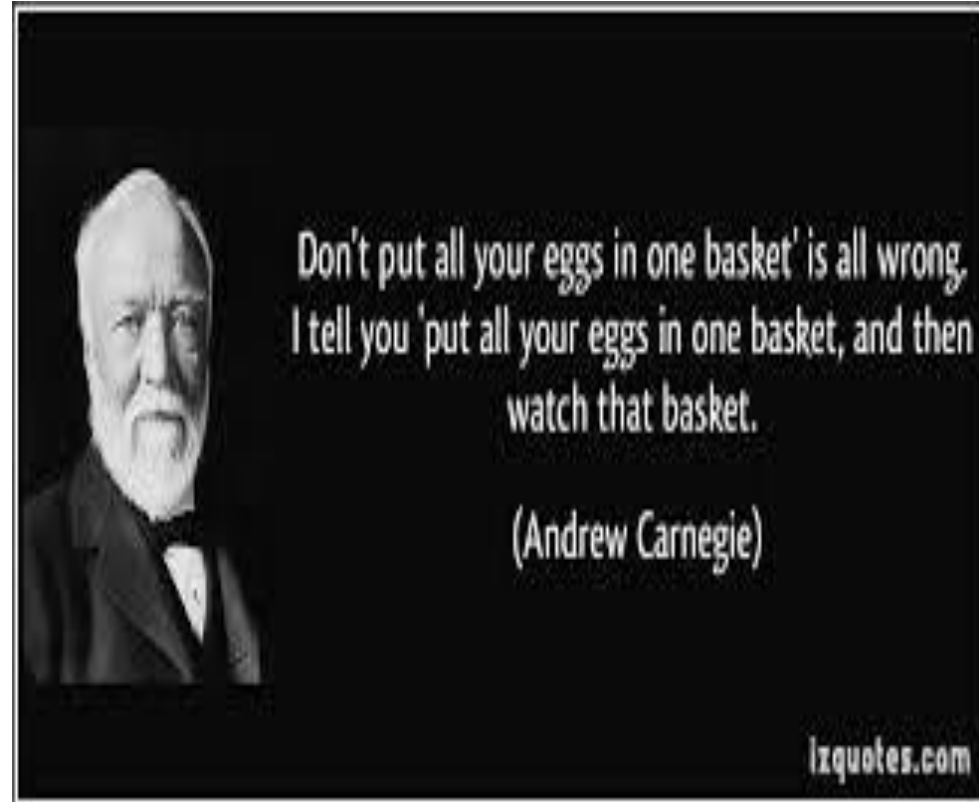


NOT how I
thought the
rubber meets the
road!

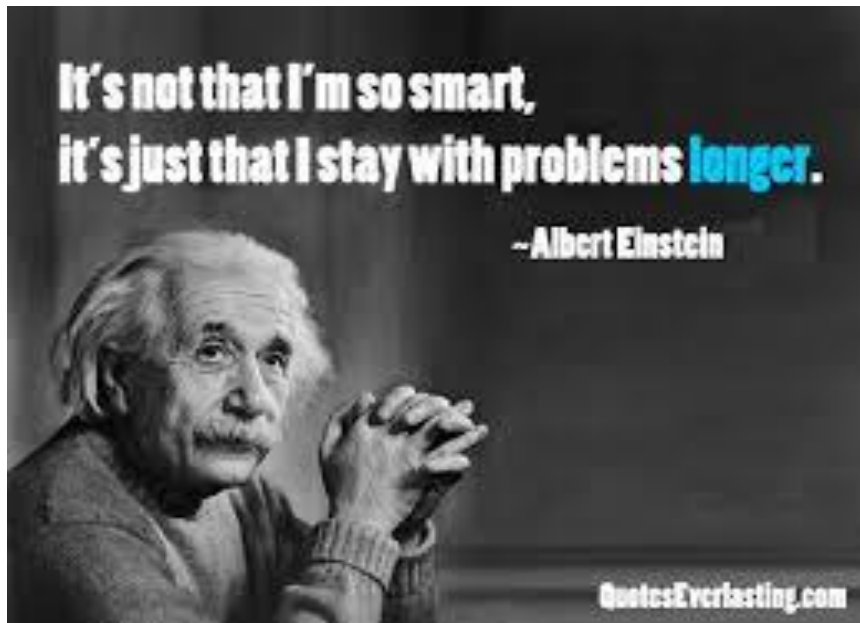
And, Partner Responsibly



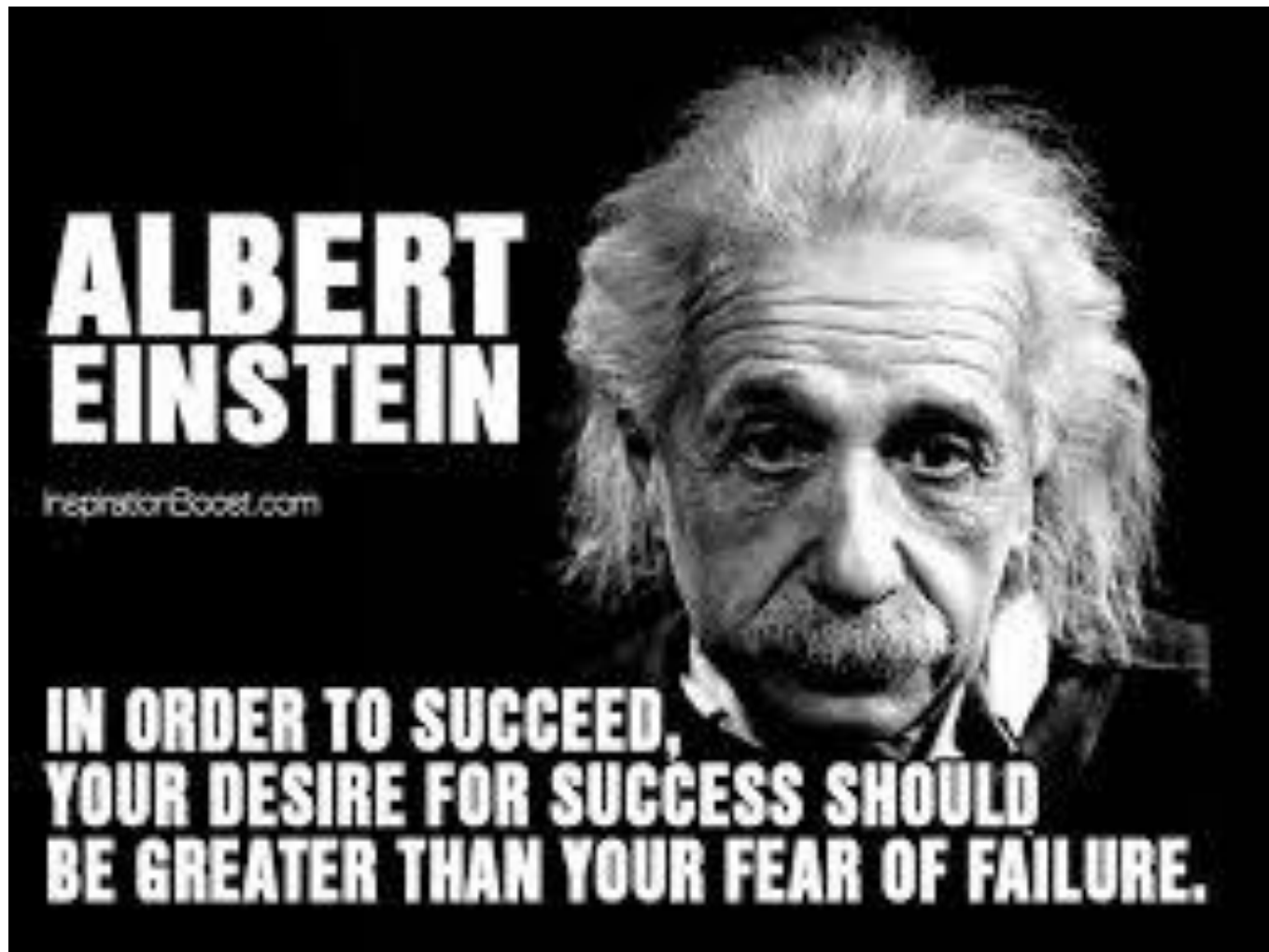
5. Eggs in One Basket—Or Not



6. Perseverance Pays Off, Almost Always



7. And, Finally.....





Comments
welcome!

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



Presented at The AMCIS Doctoral Consortium
August 7, 2014