

With K. Lyytinen, A. Srinivasan, B. C. Y. Tan. (2008) "Contributing to Rigorous and Forward Thinking Explanatory Theory," *Journal of the Association for Information Systems*, Vol.9(2), 40-47.

In this essay we propose ways to improve the rigor and originality of forward looking theory in the IS field. This is accomplished by proposing a set of guidelines outlining how prospective authors should prepare their manuscripts or approach their research problems so as to enhance theory. We note in particular the potential negative effect of relying too much on reference disciplines in IS theory development and call for strategies that lead to bolder and more original theory.