

With R. Narayanaswamy & R. Henry. "Examining the Impact of Influence Tactics in Information System Development Projects: A Control Loss Perspective," *Journal of Management Information Systems (JMIS)*, (Forthcoming).

In this article, I argue that the IS field seems to be doing well when evaluated with sociometric techniques. However, while the progress of our field is commendable, we might have reached diminishing returns in the way we conduct research with our current modus operandi. Given that we are dealing with the most important phenomena of our time, I believe that it is time to become more ambitious and expand our impact to other domains and disciplines by creating more enduring and impactful research. I argue that four key dimensions on which we should place emphasis include: our institutionalization of a certain genre of research, monistic theorizing of our phenomena, the focus on questions for which data is easier to access, and our unwillingness to deeply engage with reference discipline theories. Addressing these through individual and collective efforts can help us expand the frontiers of our knowledge product and create broader value.