

Abstract

I argue that the Information Systems (IS) field is at a crossroads, not a crisis. Across a variety of metrics, the field has progressed fabulously. The quality of our journals and the research they embody is on par with other business disciplines. However, our course of drawing from reference disciplines, creating different instantiations of models, having everyone engage in theory and empirics, and limiting our actionable implications – might be creating an impediment for us. We need to expend more energy in dealing with bigger questions that characterize contemporary digital environments. This will require some thoughtful discussion and introspection – so that we can fight against the institutional forces that limit our value proposition.