Globalization and Theoretical and Applied Research

Steven Walczak, University of South Florida, Tampa, FL, USA

Welcome to the 29th volume of the *Journal of Organizational and End User Computing (JOEUC)*. In a previous editorial, I stated that it would be important to *JOEUC*, which operates in and serves as a means for communicating information systems (IS) and information technology (IT) research in the ever more global knowledge economy, to promote “international research as well as studies that compare organizational and end user IS and IT between developed economies and developing national economies (Walczak, 2016, pg. iv).”

International research comes in many flavors. Application of western-based theories and practices to developing economies to validate the efficacy of the applied practices in a new cultural setting is one such flavor. Another, is comparison of practices between geographic regions, particularly between different socio-political-economic conditions to evaluate similarities and differences. A third flavor is research that seeks to develop new theory or novel practices to accommodate differences in IS and IT practices. A similar schema has already been identified within the sub-discipline of knowledge management (Walczak, 2008). Watson et al. (1997) recognized the need for international research and the development of a new framework for analyzing international information systems research and applications. Their research further goes on to claim that substantial differences in key information systems research issues exist and that national culture and economic differences might be used to identify and classify these differences.

Another way to look at the need to promote international research is to examine authorship of research papers being published in premier and other high quality IS research journals. I am proud to report that over the past year and a half, the number of corresponding authors that worked at institutions outside the United States of articles published in JOEUC, was over 50 percent (53.3 percent to be precise), thus indicating the recognition of JOEUC as an international publication outlet. Furthermore, if co-authors from international locations working with United States corresponding authors would increase this number further to over 55 percent of all papers during the studied time period.

It is important to recognize that the types of research, more theoretical versus more applied, vary in different locations throughout the world. As previously mentioned, economic conditions should affect the way we perceive and perhaps utilize differences in key IS issues. It could be expected that researchers in more developing countries would favor more applied research as opposed to more theoretical research. As such this might limit a journal’s appeal for publication of research depending on the type (theoretical versus applied) of research traditionally published within that journal. A small focus group of 30 faculty members from 3 different universities rated various IS journals with respect to the theoretical versus applied nature of the journal. Three IS journals (*Management Information Systems Quarterly, Information Systems Research*, and *Journal of Management Information Systems*)
(recent volumes)) were ranked as publishing moderately to strongly theoretical research. Three other IS journals (*Decision Support Systems, European Journal of Information Systems, and Expert Systems with Applications*) were ranked as publishing moderately to mostly applied research. For each of these journals the contact author’s email address is used to determine country of origin. Over a three-year time period, the more theoretical journals had over 60 percent of their articles originate in the United States, while the more applied journals had under 40 percent of their articles originate in the United States. Said another way, less than 40 percent of theoretical research published in the theoretic journals came from outside the United States and more than 60 percent of applied research published in the applied journals came from outside the United States. The figures for *JOEUC*, over 50 percent international authorship, indicates that this journal is well balanced between theoretical and applied research and may thus serve the international community well.

I encourage multinational teams of authors to collaborate on comparative or differential explanatory studies as I foresee this as an area of research interest with a growing demand as international knowledge sharing promotes leveraging ideas from around the world to solve both theoretical and applied research problems.

*Steven Walczak*
*Editor-in-Chief*
*JOEUC*
REFERENCES

