Template for MBR Novel Idea Paper (NI) Submission

# Overview

An MBR NI article is expected to:

* Identify a research question of practical importance to managers
* Present the highlights of the research literature relating to that question, identifying a particular theory of interest
* Propose a new original alternative theory or conceptual scheme that could be used to address the research question
* Explore the potential application of the new theory through real world examples
* Identify strengths and weaknesses of the theory in terms of addressing the question being asked

Such an article would normally be around 5 to 15 pages.

Acceptance of an MBR NI submission will take into consideration:

* The significance of the question being asked
* The originality of the proposed theory or conceptual scheme
* The degree to which the theory being proposed is likely to be novel to practicing managers
* The degree to which the analysis seems likely to provide value to managers and researchers.
* Presentation of findings in a manner likely to engage readers.

# Instructions

* Save this document under the name to be used with the NI submission
* Delete the “Instructions” page
* On the first page, replace the generic information with your specific information:
  + Leave the “Novel Idea Paper” heading
  + Title: Use the **Title** style, centered.
  + (Author information will be submitted in the review system)
* Styles should be used for all headings
  + Main headings should use **Heading 1** style
    - Sub headings should use **Heading 2** style
      * **Heading 3**, Etc.
* Graphics should be embedded as .jpg, .gif or .png images. Do not use Office drawings.
* References should be listed at the end, in APA format
* Fill in the information specified in the **Reviewer Appendix** at the end of the template. This information will not be included in the published version of the article, but will be used during the review process.

Novel Idea Paper Cover Page

Original Theory: The Title Goes Here

# Tagline

In this section, place a 25-50 word paragraph that captures the significance of the research question and the benefits of the original theory or conceptual scheme in addressing it. Since the question itself is the title, it should not be repeated in the tagline.

# Keywords

Put 5-10 keywords that will be used to index the article and make it easier to find when a search is done.

# Executive Summary

A 150-250 word summary that summarizes the importance of the research question and the degree to which understanding the theory provides value to managers. This will appear at the beginning of the article.

Novel Idea Paper

Original Theory: The Title Goes Here

# Introduction

An NI article will normally begin with a brief description of the context of the business problem that motivates the theory or conceptual scheme (see Gill, 2011) being proposed, as well as a quick history of its evolution from earlier theories—hopefully in half a page of less. This section should avoid being a repetition of the executive summary.

# Review of Research

A narrative that describes the historical context through which the theory being proposed evolved and identifies alternative theories. This section should avoid the stilted conventions of an academic literature review, nor is it expected to be comprehensive. *Note:* Where a substantial body of literature relating to the research question exists, authors are encouraged to submit a *Research Summary for Practice* (RSP) manuscript to MBR in parallel, which can be referenced in the NI submission. Ideally, this section will be under a page, although longer narratives may be accepted provided that they are written in a manner that engages the reader. Upon completing this section, the reader should have an understanding as to why the particular theory warrants further examination.

# The Proposed Theory

This section describes the novel theory or conceptual scheme being proposed and how it applies to the business problem raised at the beginning of the paper. The goal of the section is to inform the reader about the nature of the theory, when it can be applied, and what benefits (e.g., predictions, better understanding) are expected to accrue from the use of the theory. Of particular interest is identifying contexts where applying the theory could lead to better decision-making than proceeding without considering the theory. Because the objective of this section is helping the reader understand the theory, concerns about its validity and subtleties regarding its application are best postponed to the later Discussion section.

# Applications of the Theory

This section walks the reader through the application of the proposed theory in a practical context. Ideally, real world example case studies should be used—in which case the submission could be characterized as *grounded research*. If none are publically available, a hypothetical case study may be employed. Upon completing this section, the reader should be able to describe how the theory could be applied in practice.

# Discussion

In this section, the results of the NI are synthesized by the author(s) and, ideally, framed in terms of the broader academic research literature. Of particular interest is the identification of situations where the proposed theory seems particularly appropriate, and situations where it seems likely to fail. It should also identify how and under what circumstances analysis and prediction using the proposed theory would differ from that of previous theories. In this section, it is also appropriate to identify potential limitations and expected criticisms of the proposed theory.

# Conclusions

The summary of the key takeaways from the NI. Normally, these should be under a page and should be sufficiently self-contained that a reader can jump to them and still understand them.

# References

APA format should be used for all references, e.g,:

Gill, T.G. (2011). When what is useful is not necessarily true: The underappreciated conceptual scheme. *Informing Science: the International Journal of an Emerging Transdiscipline, 14*, 1-32.

# Reviewer Appendix

The reviewer appendix is not published with the article, but it is a critical component of the review process. It is required to allow the manuscript’s reviewers to assess whether the NI was conducted according to standards of rigor consistent with publishable research. The author(s) should fill out each of sections that follows.

# Theory Development

Explain the process through which theory or conceptual scheme being proposed was developed and whether or not observations of unexplained phenomena preceded theory development. If the NI was inspired by a business question or a research interest, describe the research conducted by the author(s) prior to formulating the question.

# The NI Protocol

Describe the process through which the literature review for the NI was conducted, with the specific goal of demonstrating that a systematic search of existing research was conducted prior to claiming the novelty and originality of the proposed theory or conceptual scheme. Include information on:

* General databases searched (for business-related questions, these will normally be ABI-Inform and Google Scholar). For each database, indicate:
  + Specific queries tried—authors will do themselves a favor if they keep a record of this as the search progresses
  + Types of results from each query
* Specific databases searched (IT-related questions, for example, these might include the library’s Gartner database). For each database, indicate:
  + Why it was selected? (Advice of a reference librarian would be a good example of a reasonable justification if a more obvious justification is not available)
  + Specific queries tried—authors will do themselves a favor if they keep a record of this as the search progresses
  + Types of results from each query
* What was the process through which articles for review were chosen?
* What was the process through which a summary on each article was prepared?

In the event a separate RSP has been submitted, this section may be identified as being copied or excerpted from that submission.

# The Discussion and Conclusions

Describe the process through which the discussion and conclusions were developed.

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