WRITING AN IMPACTFUL ARTICLE FOR BUSINESS HORIZONS
Business Horizons fills a unique niche among business publications of its type by publishing articles that strike a balance between the practical and the academic.

FROM "FULL AIMS AND SCOPE," BUSINESS HORIZONS
7 STRATEGIES FOR WRITING AN IMPACTFUL ARTICLE
Focus on and articulate an explicit business problem

- State the problem
- Contextualize when, where, why, and how it comes about
- Highlight what pain or negative impact it creates and/or what opportunity it opens up
Present a roadmap for working through the problem

- Highlight how you can use your scholarship and academic understanding in an accessible way to deal with the problem

- Provide novelty and innovation in how you address the problem (don’t just regurgitate well-understood approaches)

- State what you are going to do before you actually do it; allow your readers to understand your process first and then follow your process
Create and present a simple, comprehensible, and memorable structure, framework, process, or perspective for getting to the solution

- Ground your solution in scholarship
- Make your means of getting to a solution extremely clear, easy to use, and easy to remember
- Work through the structure, framework, process, or perspective systematically with the readers
- Use accessible, understandable language and explanations
• Provide real or fictitious examples to show how your solution works or to show how drastic the problem you're addressing is in practice

• Real, recent examples from the press work well

• Examples from your own research can also work well
Develop graphics or tables that simply convey your message

- Make it easy for readers to digest and remember your core ideas
- Try packaging ideas in one or two figures or tables
Offer prescriptive advice, but couple that with a discussion that addresses contingencies, complexities, and other applications.

- Give managers and students something they can use immediately.
- Highlight that your proposal may not always work out as one would expect; discuss how things might go wrong and the conditions under which prescriptions might not work out.
- Consider alternative applications and opportunities for what you have proposed; where else might it be applicable?
Leave readers with a take-home message

- Focus on action
- Provide a clear, unambiguous message for practitioners and/or teachers
2016
Augmented reality: Designing immersive experiences that maximize consumer engagement
Scholz & Smith

2017
The friend or foe fallacy: Why your best customers may not need your friendship
Dalsace & Jap

2018
Artificial intelligence and the future of work: Human-AI symbiosis in organizational decision making
M. H. Jarrahi