nary teams may be as useful as putting people who speak different languages together in the same room. Cross-disciplinary research without cross-disciplinary people to translate among specialties is not really cross-disciplinary. IS academic researchers must reward generalists who struggle to cross-train, as well as specialists who struggle to focus; specialized conferences, journals, and departments often do not do this. Practice and theory are both needed to advance integration and specialization and to achieve balance and excellence.

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WHILE SOME VIEW
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