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ACADEMIC AND PRACTITIONER ANTECEDENTS OF SCHOLARLY OUTCOMES: EXAMINING THE ROLE OF INDUSTRY ENGAGEMENT OF BUSINESS SCHOOL FACULTY

ABSTRACT

Scholars, policymakers, accreditation bodies and industry leaders have called for an increased focus on scholarship that is both relevant and actionable for industry. In pursuance of this goal, many institutional solutions have been proposed. These solutions, however, have largely failed because they do not fully consider the individual and his or her background as significant factors in the choices an academic makes. To address the lack of research on individual academics, the authors conducted a two-part study that identified key issues and tested various hypotheses as to why some scholars choose to pursue actionable scholarship. Their findings show that five scholar-level factors (career stage, tenure, professional qualifications, active industry engagement and alumni affiliation) and one institutional-level factor (business school mission) influence whether or not they are likely to pursue research that is both relevant and actionable for industry.

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