Andy Hoffman, University of Michigan, describes the Practice Committee's activities this year at Academy.

PDW #10176 from Practice Committee OMT Division: “Who are we reaching? The real and intended audiences for business school research.”

If you open a newspaper or magazine, it would not be uncommon to read about the latest research in the top journals of the field of medicine: the New England Journal of Medicine or the Lancet. But the odds of reading a similar story about the latest research from the top management journals are nearly non-existent. The fact is that the major business practice journals have thus far largely ignored the research of the academy. This PDW will ask why this is so and explore how this situation can be changed.

Consistent with the theme of the 2008 academy, “The questions we ask,” the focus of this PDW will be on the question of who is reading the answers to those questions. This PDW will set the stage for exploring why the mainstream news sources and practitioner journals of business do not report on the research that emerges from the top academic journals of business research. By bringing together editors of academic journals and practitioner news sources, as well as business school communications professionals, this PDW will uncover some of the underlying obstacles that block academic research from crossing into the major outlets of practice. In
addition to asking the panelists to make comments individually, we will ask them to prepare questions that they have for other panel members.

We will use a portion of the PDW workshop time to have a facilitated question and answer exchange between the panel members, helping to create a dialogue between the worlds of “practice” and “academic” editors. Then we will invite participants in the PDW to pose questions to the academic and practitioner oriented journal editors, as well as to the public relations communications specialists. This question and answer session will help PDW participants address specific concerns or obstacles they have encountered. We have not finalized the panel list but the following have confirmed their participation:

- George Anders, News editor, Wall Street Journal, San Francisco office
- R. Duane Ireland, Editor, Academy of Management Journal
- Ellen Peebles, Senior Editor, Harvard Business Review
- Joel Baum, Editor, Strategic Organization
- Paul Gediman, Director, Office of Marketing Communications, Stephen M. Ross School of Business, University of Michigan
- Victor Rogers, Director of Communications, Goizueta Business School Communications, Emory University

Date, Time and Location:

Sunday, August 10th from 8:00 a.m. to 12:00 p.m. in room 204A of the Anaheim Convention Center.

Organizers:
Andy Hoffman and Monica Worline