Andy Hoffman, University of Michigan, and the Practice Committee are offering a workshop on blogging at this year’s meetings.

Have you been curious about making more use of the web, the internet, and information technology in your classroom? Then we have the session for you. The OMT Practice Committee – Andy Hoffman and Chris Marquis – has organized a Professional Development Workshop (PDW) called “Connecting Research and Practice through Blogging” for the 2010 Academy of Management meetings in Montreal. The session is motivated by recent criticisms of business school academics for an increasing disconnect between their research and the practice of management. Traditionally one reason for this has been the difficulty of connecting with practitioner audiences and the limited number of managerial outlets available. But more recently, scholars have increasingly used blogs to disseminate research more broadly (both their own and others), and as a forum to interact with more general audiences. In this PDW, we will assemble a panel of experienced bloggers to share their experience blogging. In the first half of the session, the panelists will each share their experiences and provide recommendations for aspiring bloggers. The second half of the session will be more informal roundtable discussion between workshop participants and the panelists. Speakers include a great cast of experienced bloggers using multiple forms:

Participants:

Daniel Beunza (London School of Economics, http://socfinance.wordpress.com/)

Teppo Felin (Brigham Young University, http://orgtheory.wordpress.com/)
Blogging Workshop

Brayden King (Northwestern University,  http://orgtheory.wordpress.com/  )


David Levy, (U. Massachusetts, Boston,  http://climateinc.org/  )

Maxim Sytch, (University of Michigan,  Washington Post Leadership Blog  )