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The Nexus of Research and Industry

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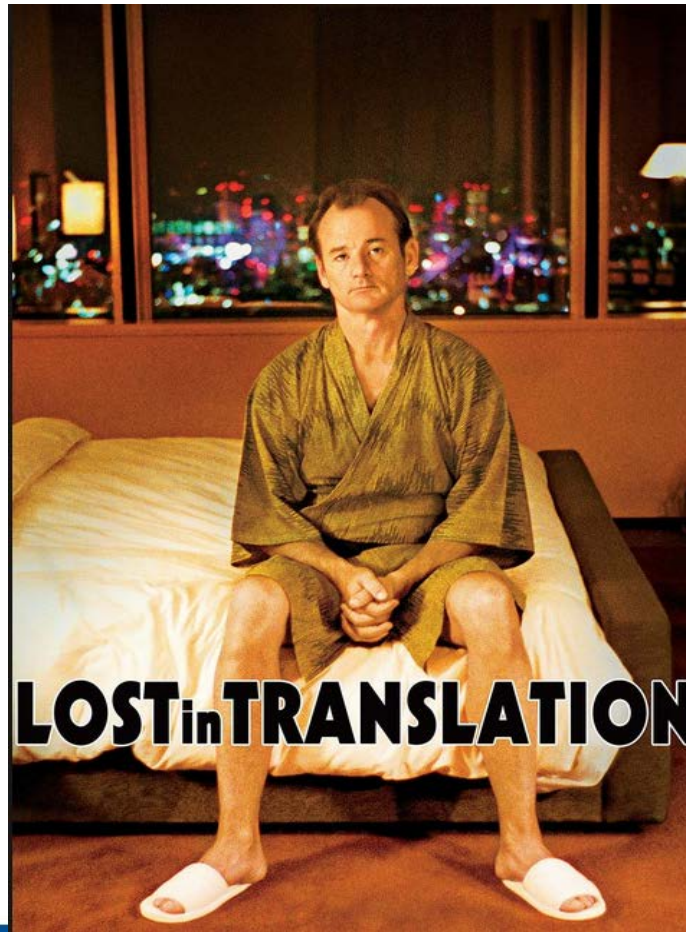




(Okumus, 2002)

Parallel Existence

Academic Scholars
And
Industry Stakeholders



(Shapiro and Kirkman, 2018)



Research Design Matters

- We need to partner with the population that we are trying to help.
- Relevance of the population Issues
 - Convenient Samples
 - Mturk and Qualtrics



Top food researcher resigns after his work gets retracted

By Associated Press

September 21, 2018 | 4:14pm



Brian Wansink speaks during an interview in the produce section of a supermarket in Ithaca, NY.

AP

Tenure Process

- Narrowly defined
 - A-journals
- Unintended Consequences
 - Relevance of findings
 - Questionable research
 - P-Hacking
 - Ethical concerns

How can we create academically rigorous research that has practical implications for our industry stakeholders?

How can we be thought leaders in our respective fields when industry leaders don't know our work?



How to Bridge the Gap

- RE-Assess Tenure and Promotion system
- Relevant and Rigorous
- Consistent with Industry Priorities
- Timely
- Methodologies that have practical implications
- Partner with industry

Tenure and Promotion Systems



Drives the research agendas!

- Metrics need to be broadened
 - More pluralistic
- Impact measured both in academic and non-academic publications



(Chowdhury, Koya, Philipson, 2016; Phillips, Moutinho & Godinho, 2017)

Measuring Impact

Science Citation Index

Web of Science

Scopus

Scholar

InCites

SciVal

H-index

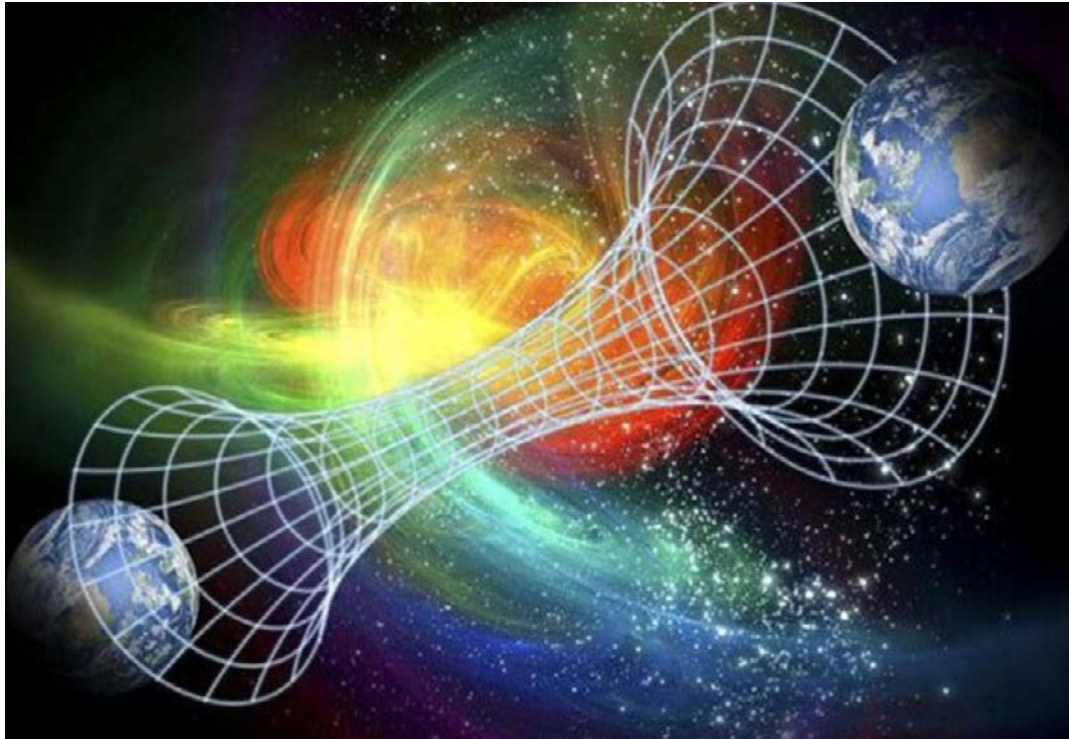
Number of downloads

Impact Factors

www.altmetric.com

**Quantify Industry
publications and the press**

Solving this parallel existence



Okumus, 2002; Lynn 2002; Pizam, 2003; Rivera & Upchurch, 2008)

- Write literature that is consistent with industry priorities.
- Use methodologies that matter to the industry.
 - Qualitative research
 - Causal statistics
 - Correlational statistics
 - Experimental design
- Answer the “**SO WHAT?**” in the discussion and implications.
- Research must be timely



(Ozanne et al, 2016)

Relational Engagement

Assumption that research and practitioner interactions are more productive and stakeholder exchanges increase the rigor and relevance of our research.

Complex multidirectional relationship

Relational Engagement:

Build partnerships

- Guest speakers
- Alumni
- Contacts in the industry
- On campus industry affiliations
- Research Centers

Broaden your network

- Industry conferences
- Association Meetings
- RFP



Share your research ideas

Share your passion around scholarship

Ask good questions



(The Chautauquan, 1883)

Relational Engagement: Disseminate your work

If a tree were to fall
on an island where
there were no human
beings would there be
any sound?

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

Google Search

I'm Feeling Lucky

Google offered in: [Tiếng Việt](#) [Français](#) [中文（繁體）](#)

*If I can't find it on
GOOGLE;
Does it exist?*

**“If it isn't on GOOGLE
it does not exist?”**

----Jimmy Wales

Co-Founder of Wikipedia

The Google logo is displayed in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

*If it doesn't
appear on the
first screen when
you **GOOGLE** it;
Does it matter?*

Google Search

I'm Feeling Lucky

Google offered in: [Tiếng Việt](#) [Français](#) [中文（繁體）](#)

Challenge to all faculty: Be Relevant and Be Heard

- Disseminate your work broadly
 - **Google Scholar**
 - Academia.edu
 - Researchgate.net
 - Orcid.org
- Increase your presence on the web and in social media
 - University website
 - Put your publication reference list on your page
 - Write white papers
 - Post research summaries on LinkedIn
 - Blog or Tweet



Continue to Broaden Your Audience for Your Work: Write to and for the Industry Stakeholders

After you publish in the A Journal

- Write articles for industry trade journals and websites
 - <https://www.ahla.com/listing-lodging-industry-trade-press>
 - Speak to industry audiences and the public
- Work with your university to publish an article about your work in the alumni magazine or on the university website
- Write white papers and post on the internet or on social media

Publish in refereed journals that industry stakeholders read

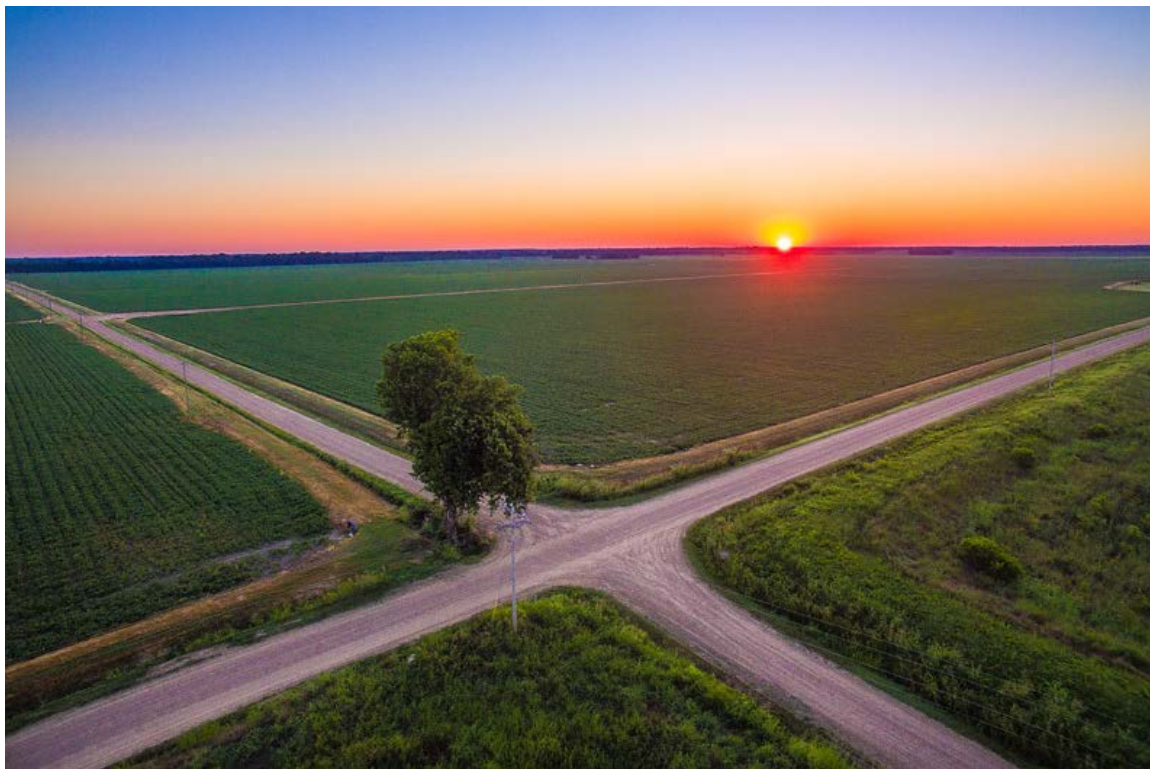
- Cornell Hospitality Quarterly
- ICHRIE Research Reports
- Boston Hospitality Review

6 Tips to Successfully Communicate to Industry and the Public

- **Write in the active voice** and use short paragraphs.
- **Read the publications** or websites you want to write for to get familiar with their style.
- If possible, **link your research to a problem** or issue that many people and the industry can relate to.
- **Think about why you're passionate** about your research and incorporate that into a 30-second elevator speech about what you do.
- **Don't use jargon**; it only clouds your message.
- **Research that's timely**, new, or has clear impact is more likely to catch the news media's attention. (Williams, 2017)

Leaders in our field: You have a bigger challenge!

- Editors
 - Timely reviews
 - Value scholarly work that is relevant to the industry
 - Don't publish articles unless the discussion and implication sections provide relevance to academics and practitioners
 - Did the article answer the SO WHAT question
- Academic Leadership
 - Provide training for faculty to write industry articles
 - Re-evaluate Promotion and Tenure Documents
 - Broaden the scope and metrics



Create that Nexus

Go the extra mile
and take the
challenge