RESEARCH SEMINAR SERIES

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“HOW THE INDIVIDUAL SCHOLAR CAN CONTRIBUTE TO REDUCE THE RIGOR-RELEVANCE GAP IN MANAGEMENT RESEARCH”

Joachim Wolf
Organization Theory and Design,
Christian-Albrechts-University of Kiel

Abstract:
The present paper discusses a number of avenues management scholars can follow to reduce the existing gap between scientific rigor and practical relevance without relativizing the importance of the first goal dimension. Such changes are necessary since there are hints that many management studies do not fully exploit possibilities to increase their practical relevance without losing their scientific rigor. We argue that this rigor-relevance gap is not only the consequence of the institutional context currently predominating in the scientific system. Instead, the individual scholar can modify her/his research work in order to reduce the gap between rigorous and practically relevant research. Thus, most of our suggestions refer to the individual scholar’s research activity; they relate to the particular steps of the (empirical) research process. Of course, by discussing these suggestions, we do not want to argue that all management studies should be practically oriented. Basic research will always have to be a very important part of management research. But we think that in management research there are too few studies which are considerably influenced by the goal of practical relevance.