

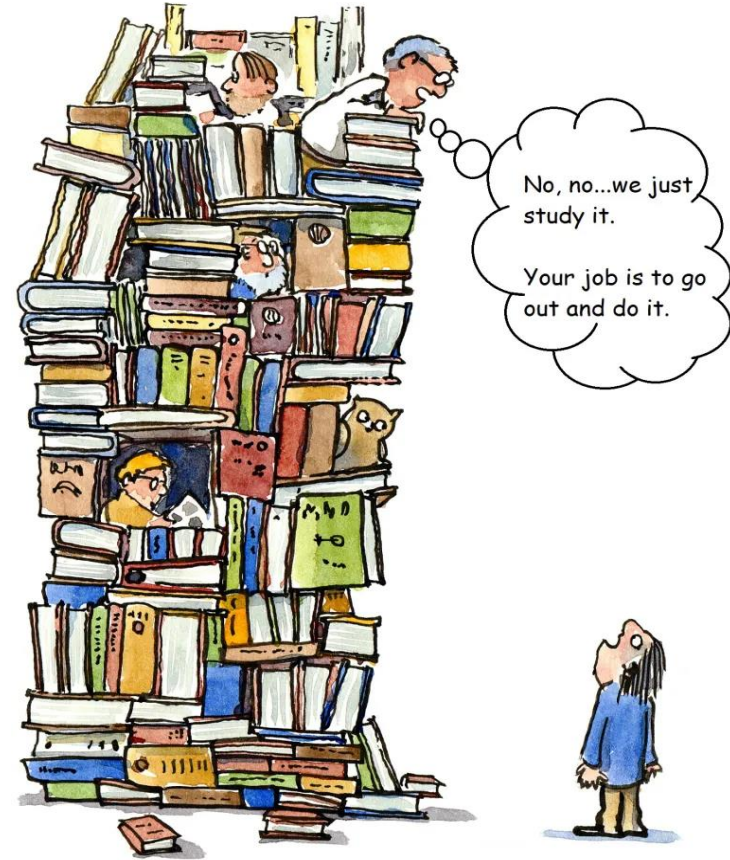


University of St.Gallen

Institute for Marketing and Customer Insight

From Academia to Application: Towards an Identification of Managerial Relevant Research

Malte Bleeker



From insight to impact.

Background

> 80.000 business research articles per year
How can managers identify the ones of value to them among those?

⚡ Selection Mechanisms

- No proxies, beyond journal and author assigned relevance tags
- Even cross-over journals have no validation processes in place
- *Little incentive for researchers to validate such relevance*

⚡ Accessibility & Form

- Research articles are rarely written for practitioners (jargon, concepts, format, length...)
- Paywalls provide additional barriers
- Only a small share of research articles gets prepared in a more digestible format (cross-over journals)
- *Little incentive for researchers to extend effort toward this*

$\text{Cost}_{\text{Practitioner}}(\text{Search, Access, Reading}) > \text{Expected Value}_{\text{Practitioner}}(\text{Research Paper } x)$

Study 1 & Study 2

Can marketing researchers estimate managerial relevance?

Malte Bleeker , Prof. Dr. Sven Reinecke, Prof. Dr. Johannes Hattula

Important: Definition of Managerial Relevance

“Managerial relevance is defined as the degree to which a specific manager in an organization perceives academic knowledge to aid his or her job-related thoughts or actions in the pursuit of organizational goals.” (Jaworski, 2011, p. 212, Journal of Marketing)

Why does it matter?

The *Journal of Marketing (JM)* develops and disseminates knowledge about real-world marketing questions relevant to scholars, educators, managers, consumers, policy makers and other societal stakeholders. It is the premier outlet for substantive research in marketing.

Mission

The *Journal of Marketing Research (JMR)* is a bimonthly journal serving the scholarly and practitioner communities in the field of marketing.

The *Journal of the Academy of Marketing Science (JAMS)* is devoted to the study and improvement of marketing and serves as a vital link between scholarly research and practice by publishing research-based articles in the substantive domain of marketing.

The *Journal of Interactive Marketing* aims to identify issues and frame ideas associated with the rapidly expanding field of interactive marketing, which includes both online and offline topics related to the analysis, targeting and service of individual customers. We strive to publish leading-edge, high-quality and original research that presents results, methodologies, theories, concepts, models and applications on any aspect of interactive marketing. The journal has no preferred or disallowed methodologies but is open to conceptually rigorous approaches of any type. Manuscripts should address current or emerging managerial problems and have the potential to impact practice and theory in interactive marketing.

Journal of International Marketing is an international, peer-reviewed journal that is dedicated to advancing international marketing practice, research, and theory. Contributions addressing any aspect of international marketing are welcome. The journal presents scholarly and managerially relevant articles on international marketing. Aimed at both international marketing/business scholars and practitioners at senior- and mid-level international marketing positions, the journal's prime objective is to bridge the gap between theory and practice in international marketing.

Managerial Relevance – Can Researchers estimate it?

Reviewer resource JM

“JM papers should focus on real-world marketing topics and problems that have relevance to firms, consumers, policymakers, and/or societal stakeholders engaged in or influenced by the practice of marketing.”

Reviewer resource JMR

“seeks papers that make theoretical, substantive, and/or methodological contributions <...> a substantive contribution should provide insights into marketing phenomena, and discuss their implications for practitioners, policy makers, and customers, among other stakeholders”

Reviewer resource JAMS

“accepts articles on the basis of their based on their potential contribution to the advancement of the science and/or practice of marketing.”

The assumption underlying all this:

Researchers can evaluate the value of articles to practitioners.

Theoretical lens

Foundation

- Different perspectives: Lens Model (Brunswik, 1965)
- Estimation of preferences (Hoch, 1987)

Similar Fields: “Expert” estimations

- Marketers estimation of laypersons preferences (Hoch, 1987)
- Marketers estimation of customer preferences (Hattula et al., 2015)
- Architects estimation of laypersons preferences (Gifford et al., 2002)

→ Similarity is the best precondition for accuracy

→ Experts tend to overproject their own preferences



Similarity between researchers and practitioners?

- Application of systems theory to the research-practice relationship (Luhman, 1981)
- **Self-referential** in its essence (autopoiesis), highly **distinct objectives** (degree of self-referentiality itself as the key objective), **unique means of communication** (journals), lack in bidirectional sub-system communication and **limited external incentives** → Prototypical for two distinct sub-systems

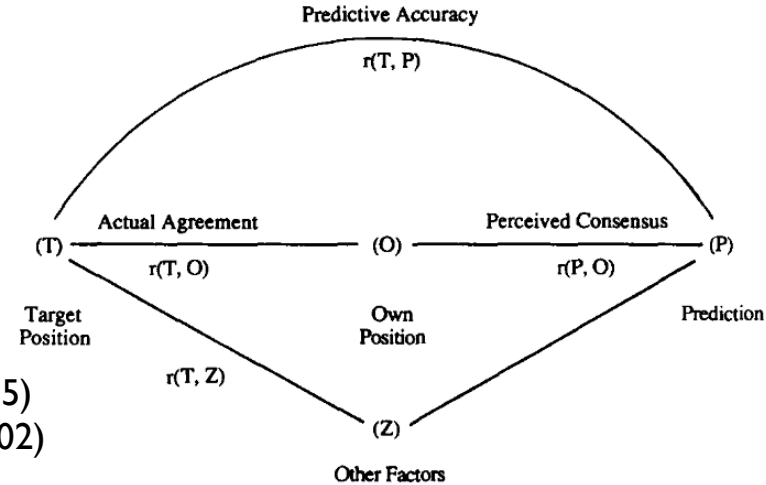


Figure 1. Relations between actual target position, prediction, own position, and other factors. Source: Hoch, 1987

Thanks. Please challenge!



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