



University of St.Gallen

Institute for Marketing and Customer Insight

Can marketing researchers estimate managerial relevance?

Malte Bleeker



From insight to impact.

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)

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*

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

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.

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Thanks – be critical!



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University of St.Gallen
Institute for Marketing and Customer
Insight
Dufourstrasse 40a
9000 St.Gallen

imc.unisg.ch

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