
Ongoing research paper (work-in-progress)

From Academia to Application: Can marketing researchers estimate managerial relevance?

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Abstract.

Marketing researchers' ability to assess whether research is of value to its practitioner target audience is a basic assumption underlying many of today's practices within academia. In the most prestigious marketing journals, researchers are often tasked to assess the value of research to practice as part of the peer review process. Within their own research, it's common practice to emphasize managerial relevance and its implications, and even within their own classes, researchers are often required to select research that is relevant to their audience. For practitioners such tags of relevance are one of the few potential proxies for more efficiently identifying research of value to them. However, given the distinct difference between the systems of science and practice, such an ability seems unlikely. In two studies, it is (expectedly) found that researchers have little ability to estimate managerial relevance. Furthermore, their estimates include an overprojection of scientific relevance at the expense of actual accuracy. The implications for existing relevance tags, review processes, and journal missions are outlined.