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Academic Research That Matters to Managers: On Zebras, Dogs, Lemmings, Hammers, and Turnips

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Abstract

An examination of how academic researchers attempt to make their work presentable and understandable for management audiences. Problems often arise due to the conflicting interests of both parties. Researchers are concerned with working within the existing disciplinary boundaries, while individuals in managerial positions want quick solutions to specific problems. The author presents some of the popular methods that researchers use to communicate their findings to these individuals.



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