Research in the Real World
Accessibility, nurturing usage, and turning theory into practice

Charleston Conference
November 1, 2016

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Research in the Real World

Connecting ideas to practice:
- From abstract to application
- From theory to relevance
- From academia to wider use and understanding: what is the ROI?

Different perspectives in the information chain:
- Author: generator, collaborator, influencer
- Publisher: validator, packager, disseminator
- Librarian: collector, facilitator, communicator
- Practitioner: beneficiary, tester, end user
Panelists

**Mike Groth**, Marketing Manager: North America
Emerald Group Publishing, @mikegroth72

**Patti Davis**, Publisher
Emerald Group Publishing, @EmeraldGlobal

**Matthew Ismail**, Director of Collection Development
Central Michigan University, @MatthewIsmail

**Dr. Thomas Kent**, Professor and Chair for the Department of Management and Entrepreneurship
School of Business, College of Charleston, @CofC
Perspective: The Publisher
Who is Emerald?

Emerald Group Publishing

- Established in 1967 by academics from the University of Bradford
- Leading scholarly publisher in Business & Management
- Publishes 300 journals and 150 book series
- Global reach with offices in 11 countries including North American hub in Boston
- Research with impact in business, society, public policy and education
Research through the Years


• Senior researchers were asked to read samples of the most downloaded research articles and deemed that the articles were of very little use for the day-to-day life, de-Margerie, V. and Jiang, B. (2011), “How relevant is OM research to managerial practice? An empirical study of top executives’ perceptions”, International Journal of Operations & Production Management, Vol. 31 No. 2, pp. 124–147.
Bridging the Gap

- Obtuse
- Written from the Ivory Tower
- No access to articles
- Insignificant

- Clear
- Partnering with practitioners
- Complete abstracts
- Kudos & Altmetrics
At a Crossroads

• Over reliance on Impact Factors

• Lists of appropriate journals

• Citations, citations, citations
Perspective: The Librarian
CMU Libraries provides online access to

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of Higher Education

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library.cmich.edu
CMU Libraries’ Support for College of Communication & Fine Arts

The Libraries provide resources and services to support your programs, faculty research, and student success.

- The Park Library master plan provides a vision for the future of the building.
- Our collections and services are heavily used online. 92% of the electronic collection use occurs outside the building.
- We have the experience and capacity to support learning and research for both face-to-face and online courses and programs.

“The library has become my second home on campus.”
2014 LIBQUAL+ Survey

Trends in Library Collections

Summary of Expenditures for 2015/16

<table>
<thead>
<tr>
<th>Subject</th>
<th>Approvals</th>
<th>Discretionary</th>
<th>Serials</th>
<th>Totals</th>
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<tbody>
<tr>
<td>Art &amp; Design</td>
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<td>College Total</td>
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</table>

- 12,748,875 articles were downloaded in 2015-16, an increase of 21.3% compared to two years ago.
- In 2015, use of electronic books outnumbered use of print books for the first time.

“I was able to utilize the electronic periodicals for all of my papers and my capstone project.” 2014 LIBQUAL+ Survey

Trends in Services

- Librarians performed 350+ library instruction sessions to 8,000 students last year.
- Librarians provided more than 450 one-on-one research consultations last year.
- Documents on Demand filled more than 27,000 article and book requests last year. The average delivery time is approximately 10 hours.

“Librarians and staff go out of their way to assist all times. Documents on demand is fantastic.” 2014 LIBQUAL+ Survey

Total Book Checkouts/E-book Sessions

2015 Appropriation
% of Total by College

Average Serial Prices by College

Library Consultations July 2015-June 2016

Instructional Sessions July 2015-June 2016

CMU | Libraries

Connect...Collaborate...Succeed.
• Gather stats
• Liaison process
• Ranking
• Evaluating
Perspective: The Author and Practitioner
Chicken or Egg Problem
Have to Do Our Part

• Speak to “real world” issues
• Create useful knowledge
• Network with intended users/consumers
Research in Practice

• Began with a belief that there was a way to measure and assess “transformational leadership.”
• Built a questionnaire and validated it in several countries.
• Use it as a training and development tool with companies.
Networking With Users

- Put citation or key words on email address
- Put citation on social media pages
- Notify non-academic special interest groups
Questions?

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