

How Insights helps me disseminate my work:

“Preparing the Insights summary of our article with people at AOM made us think about the key messages of our article — what were the core things we really wanted to say — in new ways. It also got us an audience of more general readers who would probably never have encountered our work if it had stayed within the confines of an academic article.”



*Mark Learmonth,
Nottingham Trent
University*



How Insights helps me disseminate my work:



***Dana Kanze,
London Business
School***

“With this particular paper, it was important for us to get our findings into the hands of those who stand to benefit. AOM Insights was able to help make this happen by distilling the research into takeaways that are palatable for a wide audience to digest.”

How Insights helps me disseminate my work:

“I have been fortunate to have three of my recent articles summarized and promoted through AOM Insights. The Insights team has done a great job of not only faithfully capturing the studies' key ideas and findings, they have also shown great ingenuity in developing interesting hooks to grab the interest of non-academic audiences. I appreciate that they have made efforts to put us in touch with their PR team and promote our work, as well as provide materials helpful in my institution's own promotion efforts. I think AOM Insights has been of great benefit to AOM members by creating a channel through which our research can have greater influence outside of academia.”



***Timothy G. Pollock,
University of
Tennessee,
Knoxville***



How Insights helps me disseminate my work:



*Gaurab Bhardwaj,
Babson College*

“AOM Insights brought our paper to the attention of a wide audience. It led to many downloads and I am optimistic about the paper’s long-term impact. AOM Insights has been invaluable.”

How Insights helps me disseminate my work:

“I’ve always believed that there is a social life to ideas. We can write our brilliant ideas into great papers, but for ideas to be impactful, people have to read the papers, play with our ideas, write papers, and expand on our insights. AOM Insights helps us to make sure that our ideas are not languishing in a dusty library, but are living and breathing in powerful conversations among our colleagues, and are able to have a greater impact. For us, AOM Insights helped us to take our ideas about paradoxes and paradox mindsets and get more people to engage with and build on these insights.”



***Wendy Smith,
University of
Delaware***



How Insights helps me disseminate my work:



*Stephen Cummings,
Victoria University
Wellington*

“Working with the Insights team helped us promote the key findings of our research in a form that people from all walks could relate to, helping our work to reach a bigger audience and have a much greater impact on management practice.”

How Insights helps me disseminate my work:

“Senior managers — especially senior HR managers — want to implement evidence-based people management practices. With AOM Insights, they get the ‘bottom-line’ findings they need, in a package that is easy to access and share with their executive teams. Most importantly, they can act on the findings with confidence, knowing that the recommendations are based on rigorous, peer-reviewed research.”



*Carol Kulik,
University of
South Australia*

How Insights helps me disseminate my work:



**Sean R. Martin,
University of
Virginia**



“The team at AOM Insights has been nothing short of phenomenal. I have had the opportunity to discuss my research with them on several occasions and they have always been very conscientious in describing the work and thoughtful when discussing its managerial implications. It’s wonderful to have such a great group working within the Academy of Management to help broadcast excellent articles covering the high-quality research that management scholars are doing. Gratitude and kudos to the AOM Insights team.”

How Insights helps me disseminate my work:

“To translate our work for broader audiences, AOM Insights has become a first-line broker for helping us tune-in our research for interests that go beyond journal readers. Against the backdrop of talking about impact, the helpful, generous, and skillful team at AOM Insights helps researchers to walk the talk of public engagement in ways that are both efficient and effective.”



*Kevin Kniffin,
Cornell University*



How Insights helps me disseminate my work:



***Shalini Khazanchi,
Rochester Institute
of Technology***



“AOM Insights was instrumental in local and national media attention to our article on the effect of open office space on work relationships. It helped translate theoretical implication into practical insights for managers and organizations. It is an excellent outlet for translating scientific discoveries into easy-to-use practice insights for managers and leaders.”

How Insights helps me disseminate my work:

“I loved working with the AOM Insights team. They really helped us to carve out the message of our research for the general public and make it accessible in different forms (summary, infographic with key points and even a video!). Their work has been great to promote our research to a wider public. They keep coming up with new ideas for promoting our article, even though it has been published a year ago. I can only recommend working with the AOM Insights team. I wouldn't have thought how much of a difference it made to our work.”



***Birgit Schyns,
Neoma Business
School***



How Insights helps me disseminate my work:



**Markus Hällgren,
Umeå University**

“AOM insights has proven its worth in promoting the research findings of our article. Insights has been very helpful in summarizing the findings, disseminating the findings on social media, and getting pickup in *The Financial Times*, *The Irish Times*, and *Die Weltwoche* magazine.”

How Insights helps me disseminate my work:

“I’ve been very impressed with how accurately and succinctly AOM Insights summaries convey the practical takeaways of my research. I’ve found these summaries to be a useful tool for sharing my research with managers, media outlets, and students. The writers have a firm grasp on a wide range of research and are skilled at translating academic language into takeaways that are easy for employees, managers, and organizations to digest and apply.”



Michael Baer,
Arizona State
University



How Insights helps me disseminate my work:



*Anne Burmeister,
Erasmus University*

“AOM Insights helped me to generate impact with my research in two main ways. First, by reflecting about the core practical insights from our findings, I am better able to communicate the relevance of my research to managers and business leaders. Second, the AOM Insights article provides me with an opportunity to share my research widely with non-academic audiences in a way that is interesting and accessible.”

How Insights helps me disseminate my work:

“Pay transparency is not only a controversial topic in management, it is also complex. Disentangling this complexity for scholars was simple compared to making our findings accessible to the broader, lay community. However, the Insights team made it seem easy, and in the process produced a reader-friendly translation with the potential to substantially boost the original paper’s impact. Our mission as management scholars should not only be to generate new knowledge, but to ensure that this knowledge is widely disseminated and impactful. Insights is essential to making this happen.”



***Peter Bamberger,
Tel Aviv University***



How Insights helps me disseminate my work:



*Angelica Leigh,
Duke University*

“Working with the AOM Insights team was an integral part of the success of our research! They allowed us to transform a theoretical academic article into a practitioner-friendly piece that could be disseminated to a broad audience. I do not think our article would have had such a broad reach without the AOM Insights companion piece!”

How Insights helps me disseminate my work:

“AOM Insights, with its very supportive team, was a key channel for us to increase the visibility and impact of our AOM research article with managers and business leaders. Although managers should be interested in our findings, they might have not been drawn by the style of academic journals. So this online magazine with its ‘get-right-to-the-point format’ summary helped us translate our research into actionable evidence for a professional audience.”



**Armando Castro,
University College
London**



How Insights helps me disseminate my work:



*Phillip Phan,
Johns Hopkins
University*

“AOM Insights focuses the attention of the *Academy of Management Perspective*’s audience on the most meaningful conversations being published each month. The interviews and summaries of the highlighted journal articles inspire scholars to delve deeper for ideas to expand their own work.”



How Insights helps me disseminate my work:

“To be relevant, researchers must investigate important organizational issues, and to have impact, research findings must be read and acted upon. AOM Insights helps researchers reach a broader non-academic audience with a digestible, accessible, and succinct summaries of research findings. Insights makes a difference to management scholars by making a difference in society.”



*Jacqueline
Coyle-Shapiro,
London School of
Economics and
Political Science*

How Insights helps me disseminate my work:



*Herman Aguinis,
George
Washington
University*

“Management researchers are producing an immense volume of high-quality and useful research, but it rarely reaches broader audiences. AOM Insights helps us translate management research so it is accessible by business leaders, students, and policy-makers.”

How Insights helps me disseminate my work:

“Social science matters, and we as social scientists have an obligation to share the fruits of our research with practitioners outside academia. Engaging with AOM Insights enables me to go the extra mile and reach out to practitioners to make a difference. The Insights summaries are concise and high-quality, and tailored to the needs of non-academic audiences. I welcome this platform as a facilitator of ideas and findings between academics and practitioners.”



***Dirk Lindebaum,
Grenoble Ecole
de Management***



How Insights helps me disseminate my work:



*Donald C. Hambrick,
Pennsylvania
State University*

“We all care about the impact of our research, and AOM Insights helps mightily in this regard. The Insights editors have a real knack for taking our jargony academic stuff and making it comprehensible and engaging for a wide audience.”

How Insights helps me disseminate my work:

“We were fortunate to work with the AOM Insights team on preparing the summary of our recent journal article. The Insights team helped us crystalize the key points of our research and make them relevant for managers and business leaders. We appreciate the efforts of the Insights team on preparing the infographic and the video based on the key points of our article, both of which greatly helped promote our article so it could have a worldwide impact!”



Grace Chun Guo,
Sacred Heart
University

How Insights helps me disseminate my work:



*Trish Ruebottom,
McMaster University*

“AOM Insights was a great tool for summarizing the key points in our articles. The team was able to craft summaries in a way that was understandable and accessible to those outside of our academic domain, which is incredibly valuable. It was great to have a chance to reach this broader audience and disseminate our work in this way.”

How Insights helps me disseminate my work:

“One of the most important things we can do as scholars is to find ways to make our work accessible to as many people as possible. Only then can we ensure that the lessons gleaned from our research extend their influence beyond the world of academia. The AOM Insights team works diligently to make that goal a reality. They skillfully help academics summarize the key points of their research and convey these lessons to a broad audience. They are a pleasure to work with and I am deeply appreciative of their dedication to expand the impact of AOM scholars.”



***Jeffrey B. Lovelace,
University
of Virginia***



How Insights helps me disseminate my work:



*Dean A. Shepherd,
University of
Notre Dame*

“AOM Insights has been fantastic in converting my research into a digestible form and distributing it widely to provide superior reach to my primary audience, and open up this information to sources that would not normally read academic articles. I very much appreciate AOM Insights for increasing the exposure of my research outcomes.”

How Insights helps me disseminate my work:

“I believe that researchers have a mandate to disseminate our insights to the those who would benefit from them outside the proverbial ivory tower—to improve people’s lives and our shared society. The AOM Insights team has been invaluable in this aim. They have translated our work to a broader audience as well as into more accessible media. (I loved sharing the infographic!) They have also opened doors at some of the top national and international media outlets and allowed us to speak to many we would have otherwise never reached.”



***Kira Schabram,
University of
Washington***



How Insights helps me in the classroom:

“I have students who complain about reading lengthy articles that contain details on the research. (Imagine that?) I think the Insights summaries are a good way to introduce the research by highlighting key points, which can then encourage the students to delve more deeply into the scholarly articles.”

Gemma George, University of Redlands and GGeorge Consulting

