

BRIDGING THE CHASM:

REIMAGINING THE RESEARCH-PRACTICE ECOSYSTEM

THE PRESTIGE TRAP

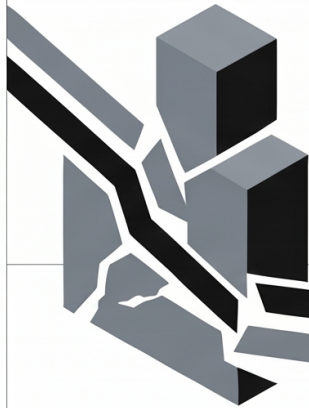
Career advancement depends on publishing in elite journals that prioritize theoretical elegance over practical utility.



THE INTEGRITY DEFICIT

Intense publication pressure has fueled questionable practices, including manipulation of statistical analyses and data fabrication.

THE CRISIS OF THE KNOWLEDGE DIVIDE



ORGANIZATIONAL PERFORMANCE COSTS

Disconnected from science, organizations often default to unproven management fads and ineffective assessment methods.

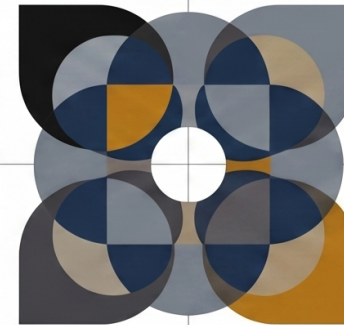


STRATEGIC FRAMEWORKS FOR INTEGRATION



ENGAGED SCHOLARSHIP

Shifts research from knowledge transfer to collaborative co-production between academics and organizational stakeholders.



EVIDENCE-BASED MANAGEMENT (EBM)

Systematically integrates practitioner expertise, local organizational evidence, scientific research, and stakeholder perspectives.



DESIGN SCIENCE ENGINEERING

Reframes research as an engineering challenge to create superior organizational forms and prescriptive tools.

SCIENTIFIC RESEARCH

Provides general principles and probabilistic relationships between variables.

LOCAL EVIDENCE

Indicates whether general scientific patterns hold within a specific context.

PRACTITIONER EXPERTISE

Enables the interpretation and adoption of data for immediate application.

STAKEHOLDER PERSPECTIVES

Incorporates the values and concerns of those affected by decisions.