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# Dissemination through Colleges and Universities: Management

Kathryn (Kay) M. Bartol  
2006 ITWF PI Conference



# Academic Audiences

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ROBERT H. SMITH  
SCHOOL OF BUSINESS

# Academy of Management Journal

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- Journal of Academy of Management
- Empirical research
  - Tests, extends, or builds management theory, and
  - Contributes to management practice



# Academy of Management Perspectives

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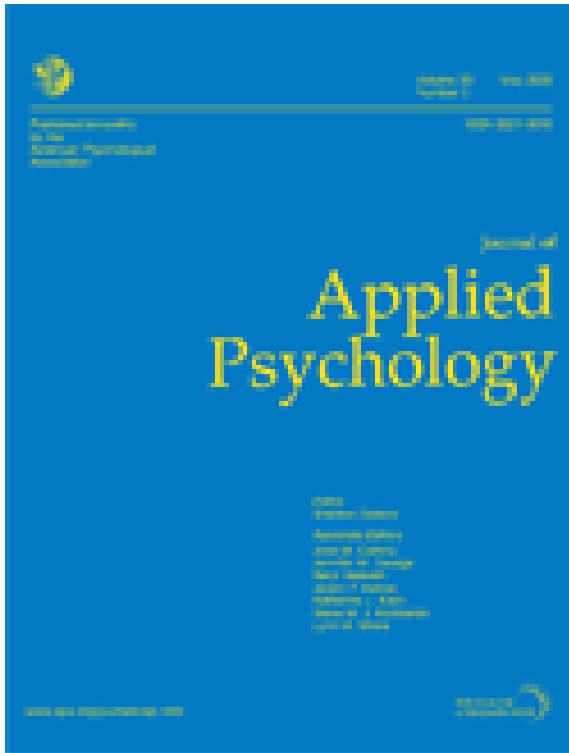
- Renamed publication of the Academy of Management
- Aimed at non-specialist academic reader
- Accessible articles about important issues concerning management and business
- Articles should rely on evidence as opposed to theory or opinion



# Journal of Applied Psychology

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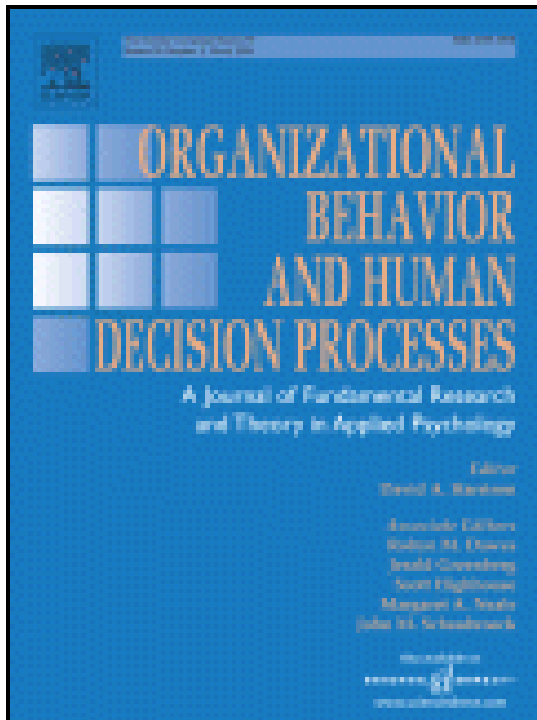


- Journal of American Psychological Association
- Original investigations that contribute new knowledge and understanding to fields of applied psychology



# Organizational Behavior and Human Decision Processes

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- Elsevier
- Fundamental research
  - Organizational behavior
  - Organizational psychology
- Premium on articles that make fundamental and substantial contributions



# Other Main Potential Journals

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- *Organization Science*
- *Journal of Organization Behavior*
- *Journal of Management*
- *MIS Quarterly*
- *Information Systems Research*



# Academic Meetings

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- Academy of Management Annual Meetings
- Society for Industrial/Organizational Psychology Meetings
- ICIS (International Conference on Information Systems)
- Computer Personnel Research Group - part of SIGMIS of the Association for Computer Machinery



# Online Research at Colleges and Universities

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## Smith Research Network

- an online collection of research knowledge generated by the Robert H. Smith School of Business.
- contains research-oriented events, papers and books by Smith faculty, and information on current and recent research projects.



# Managerial Audiences

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# Human Resource Management

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- Publication of Wiley, University of Michigan and Society for Human Resource Management
- Provides practicing managers and academics with the latest concepts, tools and information for effective problem solving and decision making



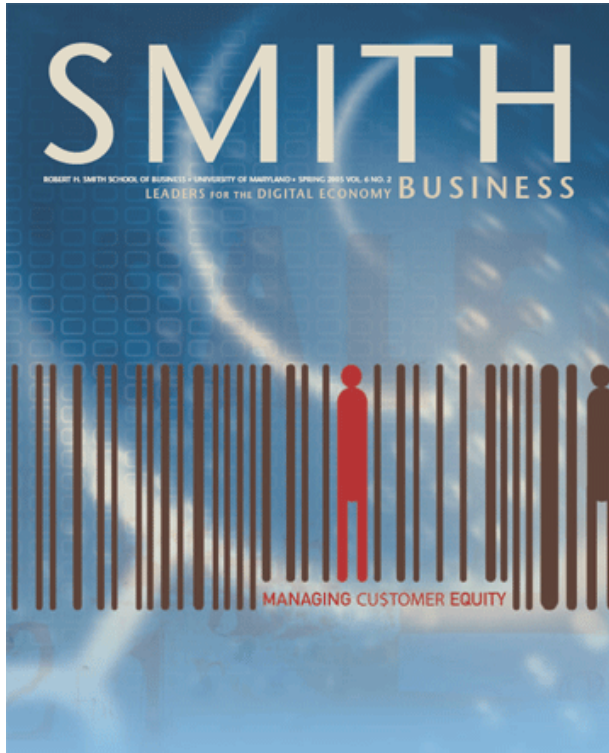




# College and University Publications

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- *Smith Business*
- Smith Business Close-up (on Maryland Public Television)



# Online Dissemination

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- Tech Wires, such as Potomac Tech Wire
  - <http://www.potomactechwire.com/>
- Other prospects, such as
  - *Smith Business Online*
  - ACM TechNews pick-up
- Websites
  - We could link with each other



# Presentations, Speaker Series, and Workshops

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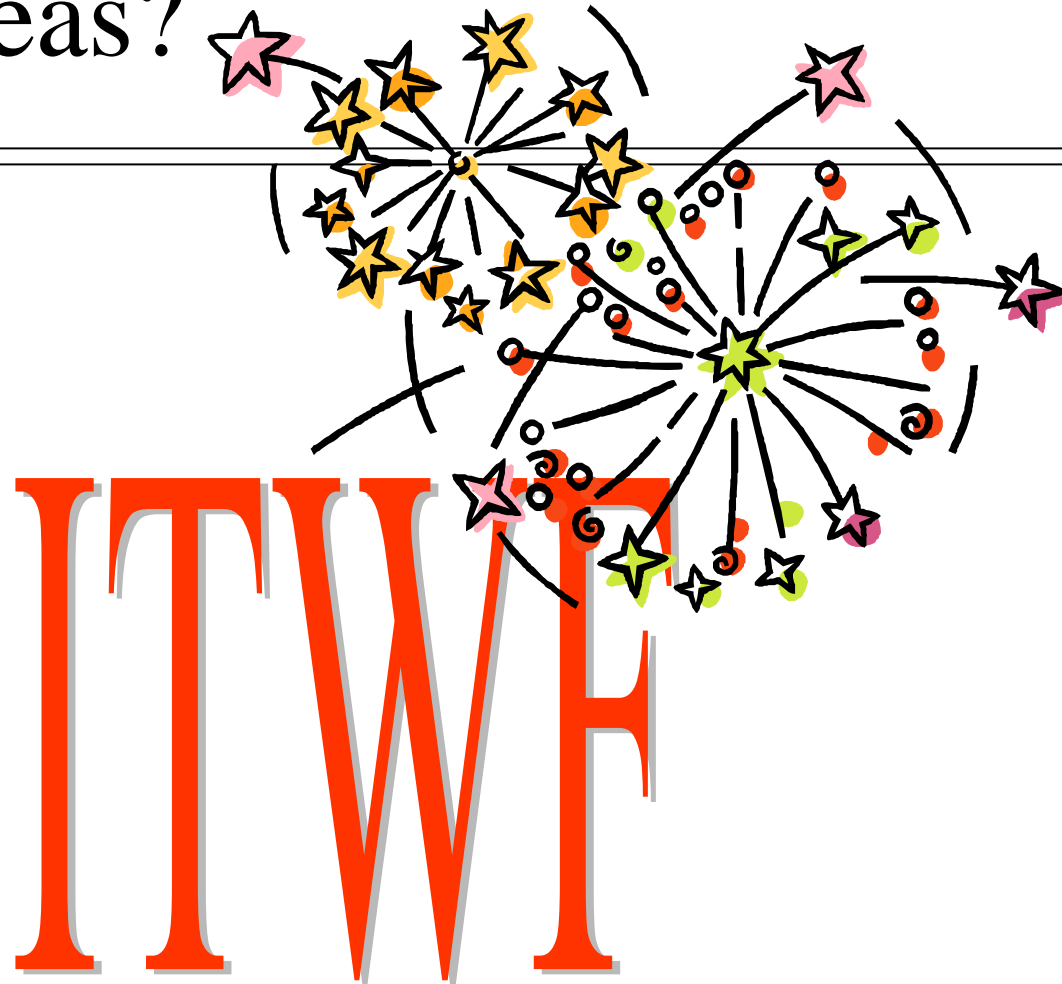
- Presentations/ Speaker Series
  - Organizations participating in studies
  - Student IT clubs
  - Career Centers
  - Associations, such as Women in Technology, Maryland Technology Council, Smith CIO Council



# More Ideas?

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