

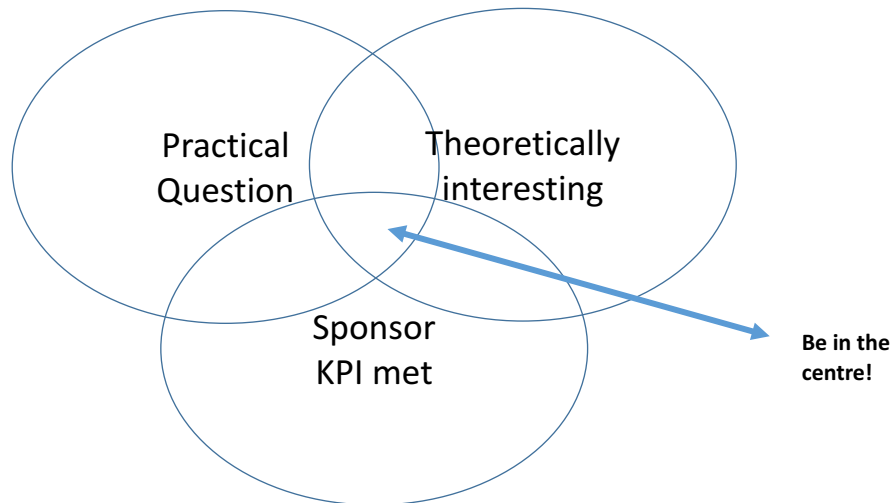


## Engagement with Industry

1. Two knowledge frontiers, not always overlapping!
  - Academic
  - Practice
2. Managers are interested in engagement BUT....
3. We need to invest effort and time
4. We need to be relevant
5. We need to recognize opportunity!
  - The mutual value measurement research study
  - The OneBox study
6. 'but its easy for you as you have been a practitioner...'. Wrong thinking!
7. We all have a network.
8. We all have former students now in practice

MONASH University We can all develop a network

## To be relevant and engage- 3 key issues



## Engaging with interesting research questions

1. Role of accounting in organizations-finance business partner or value partner
2. Digitalization of accounting work
3. Performance measurement-eg: use of qualitative information for measurement; social performance
4. Interesting contexts- beyond the firm; religious organizations; coops and mutual; social ventures; family firms
5. Risk management

## Industry Grants (Category 3)

1. Practical research questions
2. Industry sponsor
3. Invest in the research partnership
4. Develop a great team
5. Develop a robust proposal
  - Budget- show fixed and variable costs!
6. Deliver industry findings and insights before your research papers!



## Research Impact

1. Impact is a journey of many and varied steps!
2. Key steps
  - Publish industry accessible pieces (eg: CIMA FM magazine, CPA IntheBlack)
  - Influence policy/strategic change
  - Hold masterclass/seminars
  - Senior Leadership presentations
  - Support in other ways –eg: community of practice
  - Measure the impact of your research (important for the university and for you)
3. Publish academic articles

