How to reach non-academic audiences with your research

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Who outside of academics wants to know about your work and why?

2008: Cite IR Magazine in 2008 JAR dissertation paper
2008: IR Magazine asks for paper (get contact as a result)
2008: I ask IR Magazine contact for Investor Perception Survey Data for initial draft of voice paper
2008: IR Magazine writes article on voice paper
2008: NRII reads IR Magazine and asks for a presentation of voice paper
2009: Present voice paper at NRII meeting (get another contact at BB&T Capital Markets)
2009: Present voice paper at BB&T Capital Markets

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2014: Use NRII contact to get NRII survey results for CEO integrity paper
2015: NRII director of research sends out custom survey to all members for CEO integrity paper
Proactively seek out those who should want to know about your research