Reasons to hide from practitioners

- Practitioner journals don’t count.
- Practitioners don’t speak my language.
- Practitioners won’t find it interesting.
Practitioner journals don’t count.

Rebuttal
- Depending on the school, they might.
- They create connections.
- They make you a better teacher.
- They matter to your school.
- They come with illustrations!
Which is more fun?

**Sticks and Carrots: The Effect of Contract Frame on Effort in Incomplete Contracts**

*Margaret H. Christ*
*The University of Georgia*

*Karen L. Sedatole*
*Michigan State University*

*Kristy L. Towry*
*Emory University*

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**When Formal Controls Undermine Trust and Cooperation**

By Margaret H. Christ, Karen L. Sedatole, Kristy L. Towry, and Myra A. Thomas
Which is more fun?

Contracting on Contemporaneous versus Forward-Looking Measures: An Experimental Investigation*

ANNE M. FARRELL, University of Illinois at Urbana-Champaign

KATHRYN KADOUS, Emory University

KRISTY L. TOWRY, Emory University

OR

FORWARD-LOOKING MEASURES CAN MOTIVATE EMPLOYEES

BY ANNE FARRELL, CPA; LAUREN JUTTE; KATHRYN KADOUS, CPA; MARGARET SHACKELL, CPA; KRISTY L. TOWRY; AND KATELYN YOUNG, CPA

july 1, 2017
Practitioners don’t speak my language.

Rebuttal

• Then get a translator.
  • Professional writers.
    • Ask for names from the Marketing / Communications group at your school or university.
      • Sometimes will do it for the byline instead of cash.
  • Faculty at other schools.
  • Clinical faculty.
  • Undergrad or Master’s students.
Practitioners won’t find it interesting.

Rebuttal

• You may be right, because our papers tend to be narrow, but . . .
• It doesn’t have to be a translation of one paper.
• You don’t have to talk about only your research.
• In other words. . .

_Broaden the Message!_
A Study vs. an Issue

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OR

Carrots vs. Sticks: What is the best motivator?
In Summary

- Practitioner publications DO count (Sometimes indirectly).
- Get a translator.
- Broaden your message.
Thank you!