

Writing for Practitioners

Kristy L. Towry



Unattributed images from creative commons: <http://www.leaflanguages.org/wp-content/uploads/FoliumTwoCrowdNYTimes-640x418.jpg>

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?

THE ACCOUNTING REVIEW
Vol. 87, No. 6
2012
pp. 1913–1938

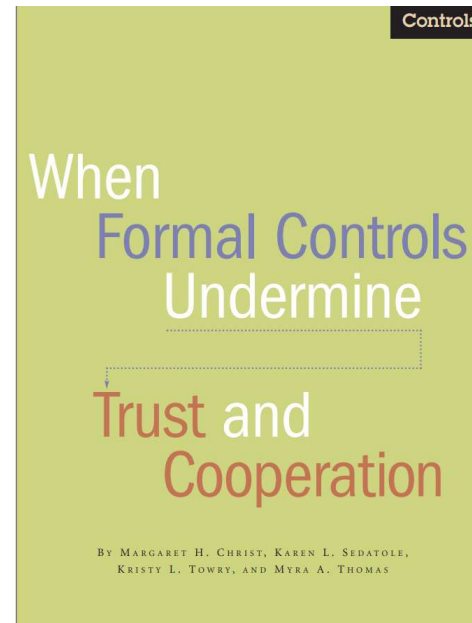
American Accounting Association
DOI: 10.2308/accr-50219

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



OR



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.

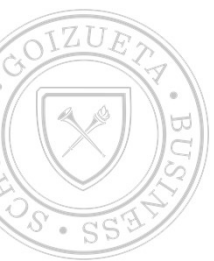


Practitioners won't find it interesting.

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!