

<b>BAM Management consultancy Network</b>	
<b>Coffee chat: Increasing the impact of research through management consultancy</b> <b>26 October 2022 08:30 – 09:30 on Zoom</b>	
<b>Aims</b>	
<p>The coffee chat this month followed on from our panel session at the BAM Conference: <b>“Increasing the impact of research through management consultancy”</b> The aim of the coffee morning was to provide an informal opportunity for those attending to discuss the concept and how it might best be developed.</p>	
<b>Emerging themes</b>	
1	Impact is a question of process, how to engage with people and organisations outside academia
2	Research takes time to publish and disseminate. May achieve more impact by looking at a practical problem developing a solution through consultancy, extending as a consultancy offering to different sectors and then publish.
3	Some research lends itself to dissemination and greater impact through executive education
4	Develop academic engagement by joining academics and industry in a practice partnership. This works well where the academic partner calls on other academics with relevant knowledge. The partnership may come before the impact opportunity.
5	Some research may appear difficult to apply. Practice looks to academics to interpret the impact of research
6	The role of consultants is to implement knowledge. We may improve impact by building relationships with one or two senior people in big consultancy companies. The question then is how we change a supply “push” relationship to a “pull” relationship where research is demanded by consultants.
7	The Centre for Management Consulting Excellence (CMCE) provides a good network to test out conversations
8	Academics could engage in more “action research” where impact is part of the process.
9	Targeting research at specific industries/sectors may improve impact. Some knowledge and skills are lacking in industry for example, digitalisation. SMEs may not have the resources to hire consultants. Academic engagement could help.
10	Many techniques developed in an academic context can be applied in practical situations
11	Scope for jointly written papers where latest advances in theory are accompanied by input from practice on how can be used.
12	Clear links between impact agenda and MCN’s aim of developing students’ consulting skills through teaching excellence
13	Discussion on value of qualifications. Not mandatory in consulting, not a barrier to entry, and apply to process rather than knowledge
<b>Next steps</b>	
1	MCN is liaising with BAM Special Interest Groups and the Continental Network to identify how we can jointly take the impact agenda forward
2	We are discussing the possibility of a Special Issue with the BAM Editor. The focus is likely to be on increasing impact through consultancy.