

BAM Management Knowledge and Education

Conducting and Publishing Applied Research

W5, Belfast, hosted by Ulster University Business School and in Partnership with the Irish Academy of Management

Programme

10.00	Coffee and Tea
10.30 – 10.40	Welcome and Introductions: Dr Felicity Kelliher and Professor Lisa Anderson
10.40 – 11.00	<i>The nature of applied research</i> We examine the field of scholarship of application and the various ways in which business schools engage in it, with examples from participants
11.00 – 12.30	<i>Applied Research Projects – making the most of opportunities</i> Different kinds of pedagogic research project that can be conducted on a variety of scales and with a range of methods. We address the number of ways in which business school academics can become engaged in practical projects in a range of settings and how these can lead to outputs and esteem.
12.30 – 13.15	Lunch and Networking
13.15 – 15.00	<i>Achieving Impact from applied research projects</i> Using practitioner research projects from the DBA as part of a REF Impact Case Study. <i>Dr Clare Rigg, University of Liverpool Management School</i>
15.00 – 15.30	<i>Q&A panel session</i> Final discussions and action planning
15.30	Tea and coffee: Final networking