

Visite de Janis Gogan

Vendredi 18 Novembre 2016 de 13h00 à 14h30

Titre de la présentation: ***Double-Impact Case Research in International Business***

Résumé :

“Double-impact” case research resonates among fellow academics due to its impact both on theory and practical relevance. The double-impact case researcher presents at academic conferences, publishes theory-building papers in traditional journals, and produces practice-focused articles read by executives and teaching cases that are discussed in MBA and executive education classes. A review of the *Financial Times* 45 journals 2000-2010 reveals a small group of highly influential double-impact case in several business disciplines. Yet, many case researchers today produce papers that emphasize *either* theory-building *or* practical relevance. Professor Gogan’s talk will define double-impact case research, discuss exemplary double-impact case research in international business (IB) and offer lessons learned and suggestions for improving research impact in IB.

Biographie:

Janis Gogan holds DBA, MBA and EdM degrees from Harvard University. She has produced 45 refereed journal publications and more than 85 conference papers over her 25+ year career. Although her primary research focus is on strategic IT management, Dr. Gogan has published some case research addressing international management issues, including “Building Trust and Commitment in a Global Organization” (*JNVO* 5(3/4): 396-414, 2008) and a five-case series on Motorola Corporation