

## EVALUATING RESEARCH: CURRENT PRACTICES AND FUTURE DIRECTIONS

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### Abstract

The evaluation of research is a topic that should be of interest to every marketing faculty member. The criticism of business schools' research by both academics and business has continued for five decades. The criticism ranges from Gordon and Howell (1959) arguing that business school research was too descriptive and lacked academic rigor to the Porter and McKibbin report (1988), commissioned by the AACSB, which concluded that most business schools' research was simply self-gratifying and largely ignored by business since they viewed it as not useful. The debate has continued.

As business schools become more mission and goal driven, the evaluation of research needs to be revisited. It seems logical that the evaluation of research should be based in part on the degree to which it helps the college to meet its mission and goals. Two basic questions continue to be asked, "How can we incorporate the college's mission and goals into the evaluation of research?" and "How should we evaluate the quality and quantity of research output for individual faculty members?" This session attempts to address the following research evaluation issues among others:

1. What is considered to be research or intellectual contributions or scholarship? While these terms are often used interchangeably do they mean the same thing?
2. What is the purpose of conducting research? What should the final outcome be?

3. While the term quality of research is an oft used phrase, "How do various schools and faculty members define 'quality of research'?"
4. What are the alternative ways to evaluate the "quality" component of research? Some ways that immediately come to mind are journal rankings, citations, number of subscribers of the outlet, the kind of research article (basic, applied, and pedagogy or empirical vs. thought pieces), acceptance rates, number of authors, order of authors, number of pages, etc.
5. How is research currently being evaluated at the schools represented by the panel?
6. What is the role of research in the modern business school?
7. What are the factors that should impact the criteria for evaluating research?
8. What are the opportunities afforded to a new school of business that has the opportunity to start with a clean slate and get it right.
9. How has the evaluation of research evolved over the past two decades?
10. How does the evaluation research differ at doctoral granting schools?
11. How do schools develop research evaluation criteria and procedures to meet the University's mission and goals, the College's mission, goals and the resources

The current and past views of the AACSB will be discussed along with the issues raised by Boyer in his book, "Scholarship Reconsidered."