

What is Real Impact?

An Editorial Focus Group Discussion

Thursday 18 April 2019. New Delhi



Academic publishing in India has been undergoing tremendous changes in the recent years. Academics in India have more recently been discussing impact of research beyond citations but these conversations have been happening in silos - hence now is the right time to talk about Real Impact and give a single voice to multiple discussions.

We are committed to supporting the **impact agenda**

Organising a focus group discussion was a great way to start the conversation with our editorial board members and reviewers about Emerald's [Real Impact Manifesto](#).

The aim was to understand what Real Impact meant to each of them in context of their role in their respective institutions and as members of editorial boards, and to help them carve out new strategies to implement in this direction.



Photo L to R: Richard Bevan, Emerald Group Chairman, Dr Sapna Narula, Sundar Radhakrishnan, Vice President, Emerald India, Dr Roopinder Oberoi, Dr Rajesh K Pillania, Dr Tanuja Agarwala, Professor Davinder Singh, Sangeeta Menon, Emerald Publishing Relationship Manager.

Focus Group Outputs and Recommendations

A key realisation of the focus group was how many of the participants are already working towards publishing more impactful research - either individually or at an institution level.

The dialogue has shifted from impact factor ratings to questioning the real outcome of research before starting a paper – a practice they are now encouraging the researchers in their respective institutions to do as well.



What does **Real Impact** mean to our guests:

Dr Rajesh K Pillania

Professor, Strategic Management Development Institute

Editorial member of:

- *Strategic Direction*
- *Journal of Chinese Economic and Foreign Trade Studies*
- *Management Research Review*
- *Journal of Strategy and Management*

// Assuming that there is good research somewhere, question is, how are we communicating that? Is it reaching the right people? Even when there is good, impactful research, some people struggle with getting the right visibility for their research, especially in lesser known institutes in India. //



Dr Tanuja Agarwala

Faculty of Management Studies, University of Delhi

Editorial member of:

- *Gender in Management: An International Journal & Equality*
- *Diversity and Inclusion: An International Journal*

// Most researchers are not thinking, 'why am I doing research on this topic? What will I contribute? If I am collecting data from industry what am I giving back? Also, who measures impact? Shouldn't we as academics not look in our vicinity and identify what is happening and give real solutions on how we can make it happen? //

Dr Sapna Narula

Associate Professor, Department of Policy Studies, TERI university

Editorial member of:

- *Journal of Agribusiness in Developing and Emerging Economies*

// First, we need to ensure that the research is relevant for policy makers and a broad spectrum of stakeholders. The second part is to communicate what research is happening directly to the policy makers. //





Professor Davinder Singh
Assistant Dean
External Relations, School of
Management, BML Munjal University

Editorial member of:

- *Emerging Markets Case Studies*

// Coming from industry and having moved to academia, I've now realised how far removed industry from academia is. Academia involves vigour and strong discipline and a lot of work goes into research whereas industry is looking for a quick fix and an adaptable solution. //

Dr Roopinder Oberoi
Department of Political Science,
University of Delhi

Editorial member of:

- *Social Responsibility Journal*

// When we talk about Real Impact, we are essentially trying to tie together socio-economic goals and community. Real impact is not just when we explore a problem you define or explain the problem. We need to take a step further to solve the problem. Research is not truly impactful until our quantitative research matches our quality recommendation. //



Next steps

Your contributions can really help with knowledge mobilisation in India going forward.

We are now in a better place to demonstrate, measure and capture how we, the Emerald India team and our research community, can connect on the path of making a difference in the real world.



Are you interested in getting involved in our discussions?

There are a number of ways you can have your voice heard including writing for our [Real Impact blog](#), taking part in the [Real Impact Awards](#) or downloading our [resources](#).

Take a look to find out what's available to you
emeraldrealimpact.com



Our Real Impact Manifesto

We are committed to supporting meaningful, real world impact.

For over 50 years, research impact has sat at the heart of Emerald's business. Emerald's core ethos is making a difference through research, and we are proud of our heritage supporting the communication of research for policy and practice.

With a sector increasingly full of pressure and expectation, we recognise the challenges faced by colleagues in connecting research to impact. We also recognise that traditional markers of influence such as citations are not sufficient to tell the story of impact. Emerald feels strongly that we have a key role and responsibility in not only supporting the impact agenda, but also in challenging outdated approaches to measuring effects.

Emerald will now lead the publishing charge towards meaningful impact. We will continue to work with our global author network to publish research which makes a difference, and invest further in the research community to support real world change.

Emerald commits to:

- 1. Support** the community of practice to overcome barriers to impact, working in partnership with key agencies to strengthen connections between research and society.
- 2. Challenge** simplistic and outdated approaches to impact, shifting beyond metrics and celebrating impact of all shapes and sizes.
- 3. Drive** impact literacy in the research sector - including within Emerald itself - championing knowledge and skills development, and developing new tools and innovative approaches.

Join us in making a difference.



Vicky Williams

Vicky Williams.
CEO, Emerald Publishing
On behalf of the Directors



Together we can
make a Real Impact.

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