Design science in management research

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Reviews

This pdf is indeed gripping and interesting. It is definitely simplistic but shocks within the 50 percent of your book. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Michael Spinka)

DESIGN SCIENCE IN MANAGEMENT RESEARCH

GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, European School of Business Reutlingen, language: English, abstract: Management research is constantly criticized in the academic community to have very little impact on managers in practical life. This problem is highly discussed in academic circles and often referred to as the utilization problem (van Aken, 2004) or the rigor-relevance dilemma/gap (Fincham & Clark, 2009; Avenier, 2010). The problem is that the conducted management research is either scientifically verified, but not relevant for practice or practically relevant but not scientifically verified (van Aken, 2004). There are various explanations for this problem. Many researchers claim that a lack of sufficient communication presentation of management research is the root of the problem (Davies, 2007). This is in accordance with the so-called 'knowledge transfer problem'(Shapiro, Kirkman, & Courtey, 2007). Others blame the little relevance of management research for practitioners (Denyer, Tranfield, & van Aken, 2007), which is reflected in the 'knowledge production problem' (Shapiro, Kirkman, & Courtey, 2007). Furthermore, management research is claimed as 'too descriptive' (van Aken, 2004), which means that management science is only describing and analyzing but not actually providing solutions to problems. Lastly, some researchers describe management research as too fragmented in terms of research groups and knowledge products (Denyer, Tranfield, & van Aken, 2007). The researchers claim that too little cooperation between researchers restricts knowledge solutions and weakens the position of management research. In order to increase relevance of management research and to create a clear academic identity (Tranfield & van Aken, 2006) academic community calls for new research approaches, particularly the s 32 pp. Englisch.

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