



NIDA Business School cordially invites you to

HOW TO WRITE ARTICLES THAT ARE RELEVANT TO PRACTICE



by

Alvaro Cuervo-Cazurra

Northeastern University

23 July 2019 (Tuesday)

13:00 – 15:00

Room 812

Abstract / Synopsis

While many of our research papers are not published in practice-oriented journals, thinking deeper about the practical relevance of our papers can only help enrich them and help decision makers implement better decisions. Many academic articles in social sciences go to great lengths to explain their theoretical and empirical impact, which in many cases, their explanation of practical relevance is a paragraph in the conclusion section with a few cursory ideas that appear to be an afterthought rather than an integral part of the article. This seminar will provide suggestions for crafting a practical article, making your research article relevant for decision makers, and increasing the relevance of your article among a wider audience. This research seminar will appeal to all academics – doctoral student, junior faculty, and experienced faculty – who are seeking better ways to make their research work become more practical to a wider audience.

About the Speaker

Alvaro Cuervo-Caruzza (PhD, MIT Sloan School, PhD, University of Salamanca) is a Professor of Global Strategy and the Lloyd Mullin Research Fellow at the D'Amore-McKim School of Business at Northeastern University. He is also a Senior Fellow at the Center for Emerging Market Studies, Nanyang Technological University (Singapore), and Faculty Associate at the Center for Emerging Markets and at the Business Sustainability Initiative, both at Northeastern University. He studies the internationalization of firms, with a special interest in emerging market multinationals; capability upgrading, particularly technological capabilities; and governance issues, focusing on corruption in international business. He has published four books, over fifty articles in Web of Science journals, of which twenty appear in the FT50 list, and thirty chapters in academic books. These publications have been cited 8000+ times according to Google Scholar and 2900+ according to the Web of Science. His research appears in leading academic journals, such as *Academy of Management Journal*, *Journal of International Business Studies*, *Research Policy*, and *Strategic Management Journal*. He completed his Ph.D. in Management from the Massachusetts Institute of Technology, another Ph.D. in Business Economics from the University of Salamanca, Spain, and Bachelor of Arts in Business Administration from Complutense University of Madrid, Spain.

Registration

Kindly make your reservation by 19 July 2019 at nbs-phd@nida.ac.th or by calling 02-727 3937.

For more information about our research seminar series, please visit www.nidabusinessschool.com/seminar

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