An Examination of the Criterion of Interesting Management Research

By

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All interested are welcome
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ABSTRACT

“Interestingness” is one of the most important criteria when evaluating the quality of a management study in the major leading management journals. However, the criterion for assessing “interestingness” of a research is not clearly defined. As a result researchers in management discipline, who are targeting top/leading journals, feel very confused and frustrated when conducting management studies. They might devote a lot effort on their research but ended up with a negative comment that “this is not an interesting study”. Thus, it is meaningful to investigate the criterion of interesting management research so that researchers will be able to assess the “interestingness” of a potential study before deciding whether to make commitment to conduct it. In this seminar, the presenter will review the relevant literature on “interestingness” of management research, criticize the limitations in the existing literature, and propose a way to examine how to clearly define and test “interestingness” of management research. Furthermore, the presenter will discuss how researchers can conduct interesting research in a more effective manner, given the research constraints we are facing (e.g., limited time, resources, knowledge, and skills).