Measuring your own impact: including how altmetrics may impact on research and academics

Simon Linacre, Emerald Group Publishing Limited in the UK with Professor James Guthrie, Macquarie University and Professor Roger Burritt, CAGS, University of SA

Abstract

While a great deal has been written and conjectured about the effect of massive open online courses (MOOCs) or virtual universities on academic institutions, there has been very little ventured on the effect they will have on either business and management research, or indeed academic publishing in this area. The aim of this presentation will be to establish the current trends, analyse the environmental forces at play and propose how publishers could and should develop stronger alliances with business schools in the future.

Currently, less than 5% of MOOCs are in the business, management or economics (BME) areas. I do not believe this reflects the potential for disruption in the BME area, merely that it is more difficult for MOOC providers to cover, as with other social sciences and humanities. Also BME represents a very small proportion of global academic output compared to science, technology and medical (STM) subjects.

The question is how can business schools embrace MOOCs? What are the opportunities to build bridges between accounting research and practitioners? How can global communities be reached through the medium of publishing, and how can that medium develop to meet these challenges?

The presentation will attempt to answer these key questions, and in particular cover the following areas:

- An analysis of current trends in MOOCs and BME, with special attention paid to Accounting
- Utilisation of a Forces framework to establish where the pinch points are likely to be for business schools
- An exposition on the unique features of BME publications in Higher Education (HE)
- Shared insights on actually participating on a course
- How publishers are already involved in MOOCs - case study from Emerald
- What these developments mean for the 'Impact Agenda'
- Discussion of how altmetrics may impact on your research

The aim of the presentation will be to both inform and develop the thinking of academics, especially early career researchers, and higher degree research students, and they should take away from it ideas on how to adapt and improve their impact/publishing strategy, both individually and for their university or corporate institution. Crucially, it will focus on the implications of MOOCs to the new ‘altmetrics’ that are beginning to offer much richer information on research engagement.