

Making Research Impactful

Prof. Devin Shanthikumar



Starting Point

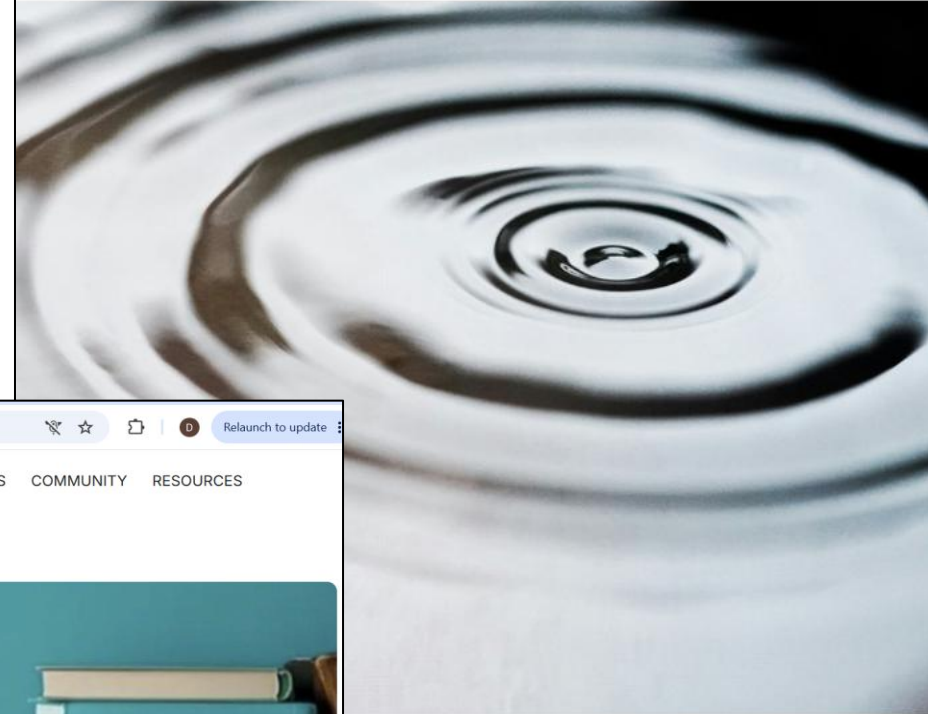
- Getting to do research is a **privilege**
- We have a **duty** to make that research **impactful**

More About Impactful Research

- RRBM – Responsible Research in Business & Management
- Australian Business Deans Council White Paper
- AACSB Current Project – Articles, Recommendations

The Societal Impact of Business School Research

A scholarly, organisational/governmental, and societal impact approach



ABDC AUSTRALIAN
BUSINESS DEANS
COUNCIL

AACSB 110 Years

Standards and Accreditation ▾ Mem

A New Lens on Societal Impact

Article | 3 February 2026

By [Chelsea Phillips](#), [Karin Sanders](#), [Tracy Taylor](#), [Caroline Falshaw](#)

rrbm.network

HOME EXECUTIVE BRIEFING POSITION PAPER ACTIONS COMMUNITY RESOURCES

RRBM Responsible Research in Business & Management

ABOUT US

A Vision of Responsible Research in Business and Management

Striving for useful and credible knowledge

Prof. Devin Shanthikumar

Research For Impact

Step 1: Ask an Important Research Question

Step 2: Answer the Question

with **Intellectual Curiosity** and **Academic Integrity**

Step 3: PRESENT!!!! (and iterate)

Step 4: Publish

Step 5: Disseminate/Promote

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Step 1: Ask an Important Research Question

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- 1. Who** will be interested in this question? → Needs to be strong interest
 - Researchers
 - Practitioners
 - Regulators
 - Society
- 2. Is this question important, absent existing literature?**
 - Is it inherently important?
- 3. Given existing literature, is it (still) important to examine?**
 - Will your research shift priors?

My story: My dissertation research questions

Early 2000's...

1. **Who?**
2. Is this question **important?**
3. Given **existing literature?**



Journal of Financial Economics

Volume 85, Issue 2, August 2007, Pages 457-489



Are small investors naive about incentives? ☆

Ulrike Malmendier^a  , Devin Shanthikumar^b

Volume 87, Issue 5

1 September 2012

OTHER | SEPTEMBER 01 2012

Consecutive Earnings Surprises: Small and Large Trader Reactions

Devin M. Shanthikumar

+ [Author & Article Information](#)

The Accounting Review (2012) 87 (5): 1709–1736.

<https://doi.org/10.2308/accr-50188>

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ward, particularly if
investors account



My story: My dissertation research questions

- But it took me **dozens** of ideas before I got here
 - Reject the less important ideas & keep looking



Journal of Financial Economics

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Step 2: Answer the Question

Approach it with **Intellectual Curiosity** and **Academic Integrity**

- What is the **real** answer to this important question?
 - Effective research design
 - Careful execution
 - Honesty and integrity
 - Even if the answer is different than you expected/hoped

Step 2: Answer the Question

Approach it with **Intellectual Curiosity** and **Academic Integrity**

- As you are *trying* to answer... **Be willing to drop projects**
 - If/when you realize:
 - It will not have significant impact
 - The answer is unclear
 - You can't answer the Q

My story: Intellectual Curiosity, Academic Integrity & Dropped projects

- Story 1: Reputation
 - You realize the answer is unclear
 - You realize your approach can't answer it

My story: Intellectual Curiosity, Academic Integrity & Dropped projects

- Story 1: Reputation
 - You realize the answer is unclear
 - You realize your approach can't answer it

- Story 2: Sunk cost fallacy – cut your losses and move on
 - You realize it will not have significant impact

Geographic Location, Media Coverage and Investor Reactions

56 Pages • Posted: 11 Sep 2008 • Last revised: 17 Dec 2015

[Gregory S. Miller](#)

University of Michigan, Stephen M. Ross School of Business

[Devin M. Shanthikumar](#)

University of California, Irvine - Paul Merage School of Business

Date Written: February 5, 2010

Abstract

This paper examines a previously unexplored dimension of press coverage: geography. We ask whether regional newspapers, located near firms, provide greater coverage relative to national newspapers, whether local investors, located near firms, disproportionately respond to this regional coverage, and whether there are resulting differences in returns. Our results show that regional newspapers do provide greater coverage: They cover nearby firms more often and with longer articles than national newspapers. They also issue a higher number of isolated articles, which are not clearly prompted by a management announcement or other news event, and issue longer articles following earnings announcements. We then compare the use of regional press information by local and non-local investors. We find that local investors react significantly more strongly than non-local investors to articles published in regional newspapers, even when restricting to investors who already hold the stock and thus have strong incentives to pay attention to firm-specific news

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 Full Access

The Causal Impact of Media in Financial Markets

[JOSEPH E. ENGELBERG](#), [CHRISTOPHER A. PARSONS](#)

First published: 06 January 2011 | <https://doi.org/10.1111/j.1540-6261.2010.01626.x> |

in Shanthikumar

Be willing to drop a project and move on → Answer another important question

Volume 92, Issue 4

1 July 2017



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Article Contents

ABSTRACT

I. INTRODUCTION

RESEARCH ARTICLE | JULY 01 2017

Local Bias in Google Search and the Market Response around Earnings Announcements

Sabrina S. Chi; Devin M. Shanthikumar

[+ Author & Article Information](#)

The Accounting Review (2017) 92 (4): 115-143.

<https://doi.org/10.2308/accr-51632>

 Split-Screen  Views   PDF  Share   Tools   Cite 

ABSTRACT

We examine the impact of distance on internet search, and the effect of the “local bias” in search on the stock market response around earnings

Research For Impact

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Why do we present research?

Why do we present research?

- Share knowledge
- Make an impact
- Improve our work – iterative improvement

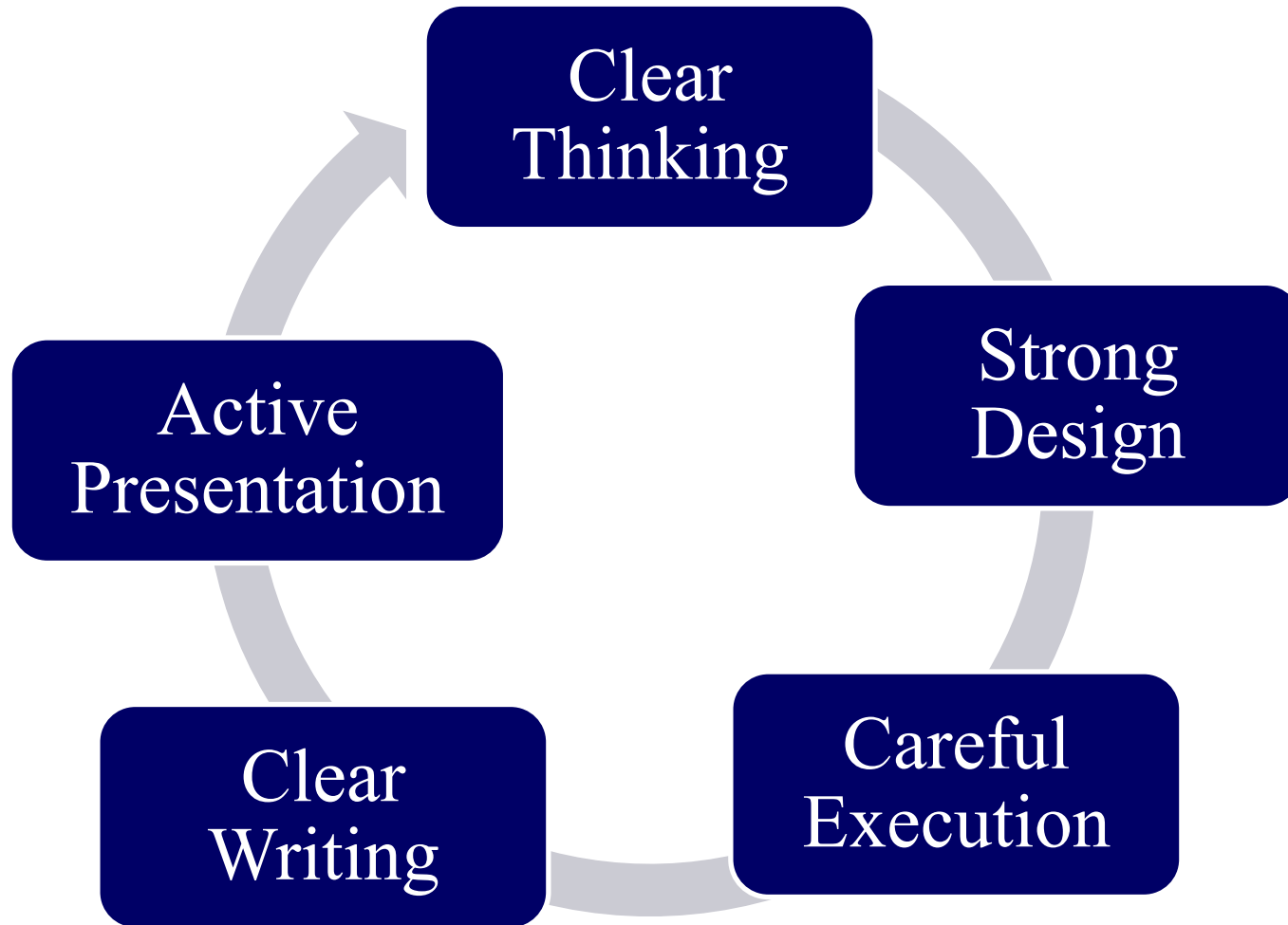
- This is an *important* part of the research process
- This is an *important* part of making an impact

So How Do We Present **Well**?

Clarity of Thinking → Clarity of Presenting

- Have a **clear** message
 - What is your research question? Why is it important?
 - How do you answer it?
 - What do we learn?
- **Communicate** it clearly (a skill to learn/practice!)
 - presentation design
 - delivery
- Foster & **engage w/ discussion**
 - Not to defend
 - To improve the work, and make an impact

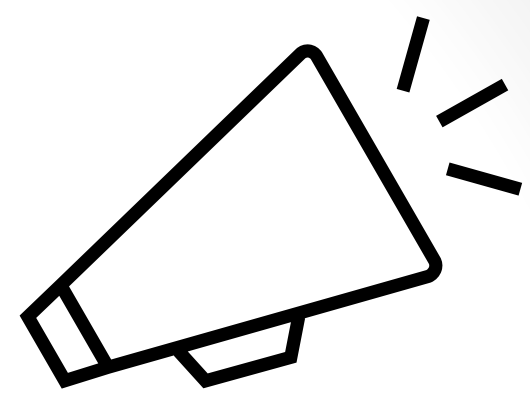
Think of it as a Feedback Loop:



Step 4: Publish

- A whole separate presentation on that...

Step 5: Disseminate/Promote



- Possible promotional approaches:
 - Direct outreach (email/tell relevant individuals)
 - At your institution (Monthly Pub Update, mentor meetings)
 - Promotional pieces by/with your institution (“Research in Action”)
 - Translational pieces
 - Talking to the press
 - Podcast interviews
 - Practitioner presentations
 - LinkedIn posts
 - ...



Research For Impact

Remember: **Impact** is why we get to do what we do

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