



TASIC 3.0: The Asia-Pacific Scholarly Impact Conference

Advancing Real-World Impact through Engaged Management Scholarship

February 25–27, 2027

Hosted by: S.P. Jain Institute of Management & Research
(SPJIMR), Mumbai, India

Motivation: The Management Academy and the Real-World Research Impact Gap

The global management Academy is seriously reassessing how research excellence is defined, executed, and evaluated. Driven by changing expectations from societal stakeholders and encouraged by revised accreditation standards and impact frameworks from global bodies (see AACSB, 2026; EFMD Global 2026), business schools are increasingly required to demonstrate the tangible, real-world relevance and value of their intellectual contributions.

A growing body of literature argues that traditional scholarly indicators—while indispensable for verifying baseline validity, methodological rigor, and theoretical advancement—are incomplete for business schools seeking to demonstrate broader relevance, legitimacy, and value beyond the academic community (Barnett, 2026; Rosemann et al., 2021; Simsek et al., 2018; Wickert et al. 2021). When academic discourse becomes too insular, it risks decoupling from the practitioners and policymakers it aims to inform (George, 2016; Hambrick, 1994).

The multi-dimensional research impact frameworks proposed by Wickert, Post, Doh, et al. (2021) and by Rosemann, Barrett, Böhmman, et al. (2026) provide a potential starting point for understanding and bridging the real-world research impact gap. Rosemann et al.'s framework proposes that scholarly insights and output can create one or more of nine types of impact, two of which are Academy-centric, while seven focus outside the Academy:

Academy-Centric Impact

- **Academic Impact:** Through traditional peer-reviewed contributions that lead to advancement of theory.
- **Educational Impact:** Through case research and other pedagogical contributions that advance teaching effectiveness in MBA curricula and executive education.

Outside-Academy Impact

- **Regulatory and Policy Impact:** By informing public policy, statutory frameworks, governmental guidelines, legislation, or professional standards.
- **Organisational Impact:** Through direct application to the management, governance, strategic direction, operational models, or overall performance of commercial, public, and non-profit enterprises.
- **Technological Impact:** By enabling new technological capability, artifact development, systems design, digital infrastructure adoption, or technical standards.
- **Entrepreneurial Impact:** By enabling entrepreneurial opportunity, startup incubation, and venture creation.
- **Economic Impact:** By improving sustainable economic value, regional productivity, wealth creation, and shared prosperity.

- **Community and Societal Impact:** By contributing to the well-being, equity, financial inclusion, and overall quality of life of individuals, local communities, or civil society.
- **Environmental Impact:** By enhancing environmental sustainability, resource stewardship, carbon reduction, circular economy practices, or climate resilience.

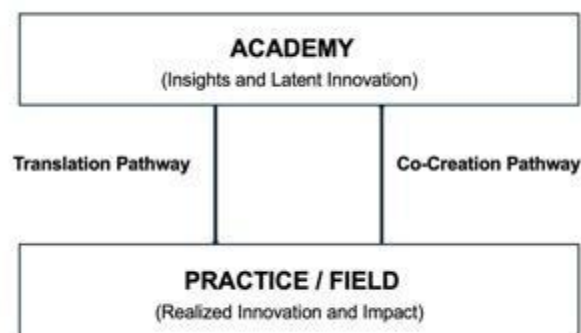
While business schools have historically optimised for Academy-Centric Impact, the ultimate test of a school's public value and the social legitimacy of management research is its capacity to drive the seven dimensions of Outside-Academy Impact.

Approach: Bridging the Gap with an Engaged Scholarship Conference

Conferences have the potential to play a key role in bridging the real-world research impact gap. The 2026 Academy of Management Conference held in Philadelphia featured several breakout discussion group groups that highlighted this need, as did the 2026 AACSB-AOM Research Impact conference held in Dublin, Ireland. But there are very few dedicated conferences that explicitly aim to address this need.

TASIC 3.0, the Asia-Pacific Scholarly Impact Conference, is one such conference designed to bridge the Academy-Practice gap. The conference is modelled on the principles of engaged scholarship (Van de Ven, 2007; Hoffman, 2016, 2021). Engaged scholarship can be conceptualised as a process by which the Academy and the world of practice (the "Field") co-create and apply knowledge to solve real-world problems (see Figure 1).

Figure 1: Engaged Scholarship Model



The Translation Pathway (Academy to Practice / Field)

This pathway addresses how academic insights are communicated, interpreted, and applied in practice. Applying Paul Carlile's (2002, 2004) insights on boundary-spanning, the Academy must recognise that knowledge does not automatically diffuse across professional boundaries. To crossover into the Field, academic artifacts such as PRJ articles must address the world of practice in ways that

go beyond motivating a study through a “gap in literature” and writing a cursory, generic, and often obvious “implications for practice / policy” section in the article (Barnett, 2026; Wickert et al., 2021).

Additionally, teaching cases must have the pedagogical potential to shift future leaders' mental models in the classroom, thus motivating classroom participants to become downstream "carrier waves" of strategic action in the Field.

The Co-Creation Pathway (Practice / Field to Academy)

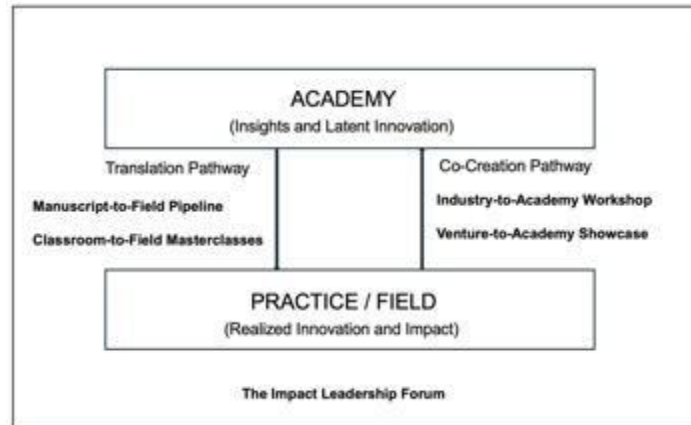
This pathway represents the ongoing feedback from the outside world back to the academic core. Innovation often emerges directly from practitioners in the field, whose lived operational friction acts as a generative source of insights. Through collaborative co-creation, the Academy can interpret this field-driven friction, translating messy, real-world dilemmas into clean, rigorous theoretical questions with practical implications (Barnett, 2026).

The tenets of engaged management have mostly been adopted by niche platforms such as the Executive DBA community, for example, through the community's annual Engaged Management Scholarship (EMS) Conference. However, TASIC 3.0 believes that the principles of engaged management along with Rosemann et al.'s (2026) taxonomy of 9-dimensional impact can be applied by the mainstream Academy to bridge the problematic Academy-Practice gap.

TASIC 3.0: From Insights to Impact

TASIC 3.0 operationalises the Engaged Management Scholarship framework through five distinct tracks (see Figure 2). The conference takes a specific, structural approach to generating outside-Academy impact (Rosemann et al., 2026), rather than accommodating every possible translation and co-creation mechanism. For example, business schools and scholars can also influence the real economy through faculty consulting, direct advisory services, board memberships, and executive coaching. These represent a highly personalised, direct translation pathway where faculty engage with the field to implement change on an individual basis. While acknowledging the immense value of direct-engagement consulting, this edition of TASIC deliberately excludes individual consulting pathways from its scope. Instead, TASIC 3.0 focuses entirely on institutionalised and scalable Academy-Field approaches through the *Manuscript-to-Field* and *Classroom-to-Field* links for translation, and the *Industry-to-Academy* and *Venture-to-Academy* links for collaborative co-creation.

Figure 2: The Five Operational Tracks of TASIC 3.0



The Impact Leadership Forum

Why: Sensitise and motivate the Asia-Pac region to the critical importance of impactful scholarship by investigating structural barriers and enablers, and analysing modern tools, techniques, and gaps in measuring impact.

Who: Engaged scholarship thought leaders, global and regional deans and accreditation body leaders, associate deans of research, accreditation directors, directors of research and impact centres, and representatives from leading citation-tracking and ranking institutions.

How: Curated plenary sessions, panel debates, and interactive roundtables organised in cooperation with AACSB International, EFMD, AMBA, AOM, HBSP, FT, Overton, etc. Sessions focus on:

- Overcoming regional institutional and cultural barriers to impactful scholarship.
- Re-thinking traditional publishing formats.
- Designing and resourcing specialised research centres, funding structures, and operational enablers.
- Addressing key technical gaps in tracking and measuring multi-dimensional impact.

Desired output: Institutional frameworks, regional motivation blueprints, and resource strategies to enable, fund, write, and track public-value research.

The Manuscript-to-Field Pipeline

Why: Promote translational scholarly design by recognising exemplary published works, and accelerating advanced, unpublished manuscripts toward top-tier publication.

Who: Global management scholars whose top-tier research demonstrates exceptional prospective translation design, regional scholars holding fully drafted, completed manuscripts, regional scholars interested in translation research, and journal editors.

How: Executed via two distinct, parallel sessions:

- **The Exemplary Published Showcase:** Our reviewers select 'exemplary' papers from the 7000+ papers published in relevant FT 50 journals in 2025, based on the article's latent innovation and prospective impact potential (rather than looking at its citation numbers or retrospective track records). Using a structured impact assessment tool developed by SPJIMR, we audit these papers for the clarity, feasibility, and salience of the translational elements (e.g., policy designs, practice prescriptions, operational rules, etc.) embedded directly within their text, showcasing the prospective power of the Manuscript-to-Field Link. The translation expositions of the selected papers are presented by the original authors.
- **The Emerging Paper Symposium:** This acts as a discipline-agnostic, editorial accelerator for completed but unpublished academic manuscripts. Our reviewers use a structured impact assessment tool developed by SPJIMR to verify academic novelty, explicitly grade the prospective scope, clarity, and operational feasibility of their translational bridges, and provide inputs that would help the authors with their journal submission. Authors of selected papers present their work to discussants drawn from academia and industry, including journal editors.

Desired output: Shared learning on writing impactful and rigorous research (exemplary published showcase). A refined slate of advanced working papers positioned for top-tier publication, paired with enhanced research translation capabilities among regional scholars (emerging paper symposium).

The Classroom-to-Field Masterclasses

Why: Highlight top-tier case research that can drive profound, downstream real-world impact by showcasing elite clinical teaching cases delivered live in the classroom to SPJIMR MBA students.

Who: SPJIMR faculty master case writers, invited master case writers, SPJIMR management students, discussant groups of faculty and invited industry delegates, and visiting scholars observing the delivery.

How: Showcase elite clinical teaching cases delivered live in the classroom to SPJIMR student cohorts. Cases are selected for this track based on their profound prospective potential to transform the student mindset, leave a lasting, indelible impression, and ignite an active desire in these future leaders to implement non-obvious, classroom-derived insights directly in the field. By situating students as the active, downstream "carrier waves" of strategic and operational action, this track demonstrates the real-world operational power of the Classroom-to-Field Link.

Target output: New insights into teaching approaches and transformation models, showcasing the role of the classroom as the launchpad for societal and organisational change. Spotlight on the cases featured at TASIC.

The Industry-to-Academy Workshop

Why: Trigger a prospective pipeline of a highly impactful future research agenda and identify opportunities for the application of Academy scholarship to medium-term management concerns in the Field.

Who: An elite board of senior industry executives, policymaker representatives, and leading management scholars.

How: Structured, function-aligned design sprints run in parallel. Working groups take active, high-stakes real-world debates and practical governance problems and translate them into macro-level, rigorous academic "Research Avenues." The groups also identify open problems in the Field that may benefit from the application of extant research in the Academy. The workshop directly operationalises the Industry-to-Academy Link by leveraging practitioner expertise and needs at inception and application.

Desired output: The synthesis, publication, and global dissemination of the *Annual Impactful Research Agenda* to serve as a guiding institutional North Star for doctoral scholars and research faculties worldwide. Plus a set of medium-term application projects.

The Venture-to-Academy Showcase

Why: Trigger a prospective pipeline of contemporary, impact-centric case research by using early-to-mid-stage technology ventures as rich, clinical research subjects. Additionally identify emerging management and policy challenges outside established industry practices.

Who: Founders of invited venture-backed startups (Series A through Series C), ecosystem investors, and management school educators.

How: Selected startup founders present structured profiles of their business models, regulatory hurdles, and operational friction. Academics react to these living models to identify both high-stakes decision-making dilemmas for case writing and frontier / emerging topics that stimulate rigorous cutting-edge research. This directly operationalises the Venture-to-Academy Link.

Desired output: A pipeline of highly contemporary, impact-centric case research and teaching cases published in premier global repositories, to project educational insights downstream across the remaining dimensions of the real economy. Also, insights for frontier research on emerging phenomena and trends.

Invitation to Participate

We invite business school Deans, research directors, academic thought leaders, journal editors, management scholars and faculty, accreditation bodies, industry and policy leaders, and startup founders to join us in Mumbai. Your contributions will help bridge the gap between insight and impact, and motivate a community dedicated to producing scholarship that matters and innovation that scales.

Conference Agenda (Tentative)

Thursday, February 25, 2027	
2:30 PM – 5 PM	Classroom to Field Masterclasses
Friday, February 26, 2027	
9:00 AM – 9:15 AM	Conference Opening
9:15 AM – 10:45 AM	Impact Leadership Forum – Session 1
10:45 AM – 11:00 AM	Break
11:00 AM – 12:30 PM	Impact Leadership Forum – Session 2
12:30 PM – 13:30 PM	Lunch
13:30 PM – 15:00 PM	Manuscript-to-Field Pipeline: The Exemplary Published Showcase – Session 1
15:00 PM – 15:15 PM	Break
15:15 PM – 16:45 PM	Manuscript-to-Field Pipeline: The Exemplary Published Showcase – Session 2
16:45 PM – 17:00 PM	Break
17:00 PM – 19:00 PM	Manuscript-to-Field Pipeline: The Emerging Paper Symposium
Saturday, February 27, 2027	
10:00 AM – 12:00 PM	Venture-to-Academy Showcase - Presentations
12:00 PM – 14:00 PM	Venture-to-Academy Showcase – Networking Lunch
12:00 PM – 14:00 PM	Industry-to-Academy Workshop – Working Lunch
14:00 PM – 14:30 PM	Industry-to-Academy Workshop – Revealing the Annual Impactful Research Agenda
14:30 PM – 15:00 PM	Conference Closing

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