

2021 ONE-SIM Outreach Award: Call for Applications

To make a difference in the world, management scholars who work on sustainability need to reach out and communicate their insights to broad audiences. Two divisions of the Academy of Management—the Organizations and the Natural Environment (ONE) and Social Issues in Management (SIM) divisions—have therefore jointly created the ONE-SIM Outreach Award to honor researchers who do this particularly well. The award is for researchers who have published a relevant paper and effectively communicated the insights described in their paper to broader, non-academic audiences.

The outreach activities must be based on a single paper published (or accepted for publication) in a peer reviewed journal within the last five years. For the 2021 award, the paper must have been published (or accepted for publication) between 2016 and 2020. The paper must focus on issues covered by the ONE and SIM divisions, but the applicants do not need to be a member of these divisions to apply for the award.

The winner(s) will receive a prize money of \$500 and a plaque. In addition, some of the finalists will be invited to the SIM-ONE junior faculty consortium to talk about their outreach activities and the winner(s) will be featured in an Impact Scholar Community event (www.impactscholarcommunity.com).

The application deadline for the 2021 award is April 30, 2021. Applicants need to submit (1) their contact details, (2) the research paper on which their outreach activities are based, (3) a 1500-word description of their outreach strategy and activities, and (4) evidence for up to five outreach activities (press releases, newspaper articles written by the researchers, reports, public lectures, radio interviews, etc.). Further details can be found on the award website at www.outreach-award.org.

Outreach activities will be judged based on content and form. Content relates to how effectively researchers have translated their academic insights so that that are meaningful and relevant to a broad audience. Form refers to how well researchers have chosen and utilized communication channels to reach their target audience.

The jury consists of three scholars who have successfully communicated research to broader audiences:

- Jerry Davis (University of Michigan)
- Ioannis Ioannou (London Business School)
- Johanna Mair (Hertie School)

The jury is supported by a pre-selection committee featuring Grace Augustine (Cass Business School), Garima Sharma (Georgia State University), and Daniel Waeger (Wilfrid Laurier University). Maggie Cascadden (University of Alberta) and Emilio Marti (Erasmus University Rotterdam) initiated the award and coordinate it on behalf of ONE and SIM. Two partners—the Network for Business Sustainability and the Rotterdam School of Management—provide communication support and funding for the award.

If you have any questions about the award, feel free to reach out to Maggie (cascadde@ualberta.ca) and Emilio (marti@rsm.nl).