

Management research often bears little resemblance to management practice. Although the research-practice gap is widely recognized and frequently lamented, there is little discussion about how it can be bridged. In this paper, we hope to partly remedy this problem by describing our learnings to bridge this gap through our experiences with the Network for Business Sustainability. We argue that the paradoxes underlying the relationship between research and practice make bridging this gap difficult for most individuals, and call for intermediary organizations. We close by outlining some of the activities that can be undertaken by these boundary-spanning organizations, in the interests of better aligning management research and practice.

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