


[Main](#)
[Trends](#)
[Faculty Profile](#)
[Research Spotlight](#)

FEATURED ARTICLE

Academic Research: Why It Matters

Although he has written dozens of papers on his industrial productivity theory of Swift, Even Flow, Roger Schmenner, associate dean of Kelley Indianapolis, was reminded of why research matters on a return trip to Switzerland several years ago. Visiting a Philip Morris factory that had recently been renovated, Schmenner met the plant manager who told him he'd heard the operations management professor speak nearly a decade ago.

"He said to me, 'your ideas guided what we did to renovate this plant, and it has worked spectacularly,'" says Schmenner of the encounter. "It's one anecdote that illustrates why we engage in research—to help solve real-world business issues."

In fact, it is the "real world" that motivates much of the research undertaken at Kelley Indianapolis. Tony Cox, professor of marketing and Chancellor's Faculty Fellow, and his wife, Dena Cox, Eli Lilly Faculty Fellow and professor of marketing, have spent the past several years studying consumer decision making in health care issues. Currently, the professors are researching the most effective ways to present risk information about treatment alternatives and medical products.



"Virtually everything we do can be applied to business practice," says Dena Cox. "The information we've been able to gather through our research—especially the data about how to best inform consumers about risk—is helpful to people and companies around the world."

"One of the differentiating factors of our program is that we have faculty members doing the research and writing the textbooks..."

TONY COX PROFESSOR OF MARKETING

"Because we're researchers as well as teachers, we're not beholden to conventional wisdom," adds Tony Cox. "One of the differentiating factors of our program is that we have faculty members doing the research and writing the textbooks, not merely interpreting what someone else has written."

Randall Heron, associate professor of finance at Kelley, believes the research "process" enhances the understanding of complex issues.

"By definition, the investigative process ensures a way of gaining a vast amount of knowledge and experience on any given topic," says Heron. "Through acquiring this knowledge we're able to meet our goal—contributing to practical thought leadership."

[Contact Us](#)

Indiana University Kelley School of Business Indianapolis | 801 W. Michigan Street | Indianapolis, IN 46202 | 317-274-2147 | [Copyright](#) © 2013, The Trustees of [Indiana University](#)