

Proposal for Practitioner Perspectives essay at *Academy of Management Perspectives*

Practitioner Perspectives essays draw on practical experience to bring attention to specific areas of managerial practice and policy that warrant additional rigorous scholarly analysis. To propose a Practitioner Perspectives essay, please ensure familiarity with [the format](#), then fully complete this form and email it to Mike Barnett, AMP Editor, at mbarnett@business.rutgers.edu.

1. **Specify the issue.** AMP is not interested in theoretical issues. Instead, AMP seeks insights into real-world issues that matter to managerial practice and policy. Clearly articulate the focal managerial issue to be discussed in this essay and make a case for its importance. Ensure that the issue is focused and well-defined. For example, “how to manage well” is too broad, whereas “the importance of building strong community relationships in foreign expansion” is more focused.
2. **Identify the practitioner.** Typically, there is *only one practitioner* co-author. Please list their name, title, current affiliation, and contact information. Please provide a link to their most relevant website. If available, **attach their CV** when emailing this form.
3. **Specify practitioner’s direct experience with the issue.** Why is this practitioner the right person to inform the field about this issue? They must have direct experience with the issue, at a senior level and over time. Indirect experience via consulting, teaching, researching, etc. is not valid for this role. Please specify the precise roles/experiences that qualify this practitioner on this issue.

4. **Identify the academic.** Typically, there is *only one academic* co-author. Please list their name, title, current affiliation, and contact information. Please provide a link to their most relevant website. Also, **attach their CV** when emailing this form (required).
5. **Specify academic's direct expertise on the issue.** Why is this scholar the right person to inform the field about this issue? They must have direct expertise on the issue. Please list publications or other scholarly contributions of this academic that are directly relevant to this topic. Please clarify how these listed items are relevant to the topic.
6. **Clarify co-author relationship.** Co-authorship ain't easy; all the more so between a practitioner and academic. What assurances can you provide that this will be a fruitful collaboration? Please specify how the practitioner and academic are acquainted and how they will work together.

7. **Overview expected insights.** The point of these essays is to tell the field which real-world issues need further scholarly attention. What do you expect to identify as specific areas of managerial practice and policy that warrant additional rigorous scholarly analysis?

8. **Commit to a timeline.** If the proposal advances, when will you submit the completed essay?

Thank you for completing this proposal. After reviewing it, the editor of AMP will provide feedback on its viability.