

Use of Research in the Classroom

- Educating the next generation
 - Workforce
 - A framework to understand how cooperatives work
 - Understand how to participate in governance

- Research questions relevant to both student learning and professional activity
 - Where to find the question
 - Economics
 - Business
 - Data

Where's the Question

- Look for ideas outside the academic journals
 - In newspapers, in magazines, in conversations, and in TV and radio programs
 - Don't believe everything you hear
 - Operations vs research
 - Armchair researchers; passionate employees
 - Have to know enough to ask a question
 - Keep reading, attend a lot of workshops

Questions from Economics

- The markets cooperatives operate in
 - Pick your favorite industry
- The behavior of groups within cooperatives
 - Information asymmetry
 - Free ridership, public goods
 - Game theory
 - Political economy
- Institutions and competitive structure
 - Vertical coordination and joint ownership

Questions from Business

- Finance
 - Financial performance and structure (competition and underserved groups)
 - Competition in financial markets
 - Evolution of financial markets in agriculture, urban areas
 - Characteristics of intermediaries
 - Capital budgeting
 - Financial intermediation

- Management
 - Managing organizational structure
 - Functions and divisions
 - Job design
 - Career development
 - Perceptions among employees
 - Planning process
 - Formulating strategy

- Accounting
 - Measuring value added
 - Methods for social accounting; valuing a cooperative business

- Governance
 - Planning function
 - How information is received, used
 - Monitoring and evaluation function

Questions of Data

- Not public
- Interviews and surveys
- Studying a niche; how to generalize

The Classroom as a Learning Audience

- Case studies in the classroom
 - Skill objectives
 - Evaluate
 - Reason through a solution
 - Draw on research based evidence to support learning development
 - Issues of interest to practitioners; access to theory
- Who presents?
- What does a board need to know?