

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.

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.