

Striking the Right Balance: Maximizing Research Impact While Publishing Effectively

with [Pr. Sharyn Rundle-Thiele](#)



Professor Sharyn Rundle-Thiele applies marketing to improve people's health and wellbeing and to protect the planet. She founded Social Marketing @ Griffith and school programs such as Blurred Minds. Sharyn's work co-creates behaviour change programs with community and stakeholders. Sharyn loves to make changes happen. The work she leads has reduced koala deaths, reduced food waste and improved waterways. She has supervised more than 60 PhD students and she has trained 1000's of people in co-design.

Program

- 12h – 12h30 : Shared lunch
- 12h30 - 14h : **Mapping the pathway to impact** by Sharyn Rundle-Thiele

Learn how to show the value of your work. Impact is a term that is thrown around a lot. Impact can only occur if outcomes are achieved. In this webinar you will learn about impact mapping. This webinar introduces you to the impact pathway and encourages you to apply the impact pathway to your work. You will learn to distinguish between inputs, activities, outputs, outcomes, and impacts. Sharyn will share some case studies demonstrating how her team have saved koala lives and generated return on investment for the Australian community.

Increasingly governments and other funding agencies are seeking assurances about funds invested. Impact mapping, a process required to report social return on investment (SROI), offers an approach that can be applied to build monitoring systems that focus team efforts on ensuring outcomes. In this webinar we will take a deep dive into impact. You will learn to distinguish between inputs, activities, outputs, outcomes and impact.

- 14h - 14h30 : Coffee break
- 14h30 - 16h30 : **Bridging practionners and academic demand** by Sharyn Rundle-Thiele.
Dialogue with Agnès Helme-Guizon (CERAG), Sarah-Louise Mitchell (Oxford Brookes Business School, UK) and Marie-Laure Mourre (Université Paris-Est Créteil & Institut du Marketing Social)

How do we reconcile the field roots of social marketing with the theoretical and methodological requirements of the leading journals, the needs of partners who fund research and want to have an impact on stakeholders, and the demands of publication? Drawing on their own experiences, Sharyn Rundle Thiele and other speakers will shed light on this issue commonly faced by marketing researchers.

The seminar can be accessed via videoconference. However, we strongly recommend that you attend in person to take full advantage of the presence of Sharyn Rundle-Thiele.

<https://www.grenoble-iae-community.fr/fr/event/webinar-mapping-the-pathway-to-impact/2025/02/28/646>

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RDC CETA Building
150 rue de la Chimie
38400 Saint-Martin-d'Hères**