

MAC

Two examples of different impact cases

1. Contribution to report/law recommendations on real estate mortgages
2. Lean and impact.

So the first is one with a short period of time between input and impact
– the second is the opposite



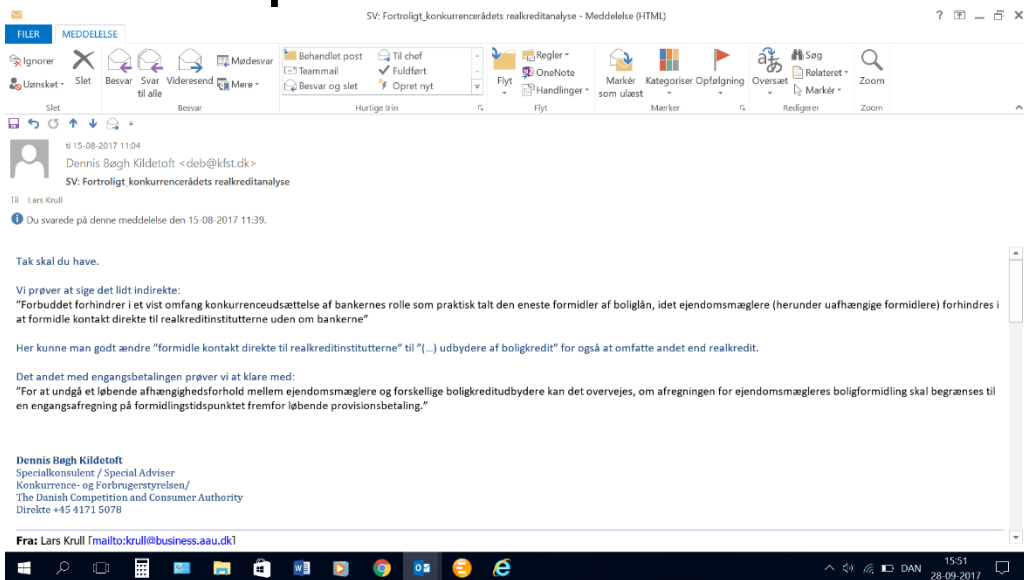
But first – The logic model we use

Input – Proces – Output – Outcome – Impact.

Source: Epstein



Impact case – real estate mortgages



“timely” impact

“Konkurrencerådet” (consisting of 6 professors) asked for an opinion from our group on new recommendations for real estate mortgages in Denmark

Documentation of output – emails showing the text being modified. – Recommendation is independent distribution channels. Can affect the interest rate on your house-loan

Outcome: a “changed” report of recommendations
Impact: this will be considered when making new laws.

Konkurrencerådet
**Konkurrencen
på realkredit-
markedet**

August 2017

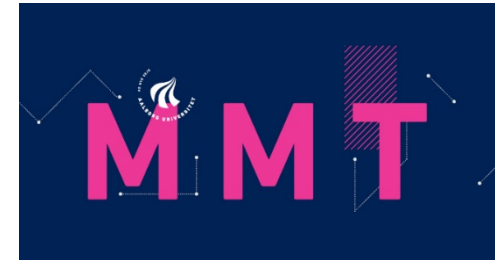


To be considered from this case..

- Not 1:1 relation between specific research paper and outcome/impact.
- But more a body of collective knowledge in the research group, giving one member the opportunity to effect decision makers – the impact
- Hence, research is to be carried out by group members providing a body of knowledge from which specific recommendations can be logically deducted from...
- Short distance between input and outcome, and potential impact.

2. case: Measurement of Lean

- Offspring of a Phd project in the group on measurement of Lean, and how to implement Lean
- Statistical testing of data from a danish company to reach the academic conclusions publised in high-level journal.
- Output, changing the Cand merc økonomistyring courses (part of giving it success)
- Output, new course at AAU E-MMT leadership course
- Output, courses at DI, and keynote speaks at DI conference.



DANSKE TOPLEDERE EFTERUDDANNE
AALBORG FOR 20. ÅR I TRÆK

- Outcome: Shaping the students and practitioners business mindset (business partner – not AUD)
- Documentation of Impact: we have tracked one students, who is now CFO in a SME, that has created an increased number of students. – this has been documented in a newspaper article with testimonials from the CFO himself and his CEO..
- Another documentation of Impact: testimonials from former students from the E-MMT programme – they have publised a "text" on this for advertising..
- Have led to collaboration with LEGO now, and a two year experiment... future impact.