



**Maynooth
University**

National University
of Ireland Maynooth

**School of Business
Research Seminar Series 2018-2019**

***‘Bridging Research and Practice: Exploring Why the
Practitioner Adores That Which Academe Ignores’***

Dr Paul Donovan

Date: Friday, 5 April, 2019

Time: 10am

Venue: Iontas Lecture Hall

Paper Abstract

Academic- practitioner distance in Learning and Development and HRD spaces creates problems for those in practice. Practitioners hold on stubbornly to ideas long refuted by academia. Academics propose solutions based on ‘supply-side’ thinking such as better communication of core ideas and reaching out to practice.

This study sought to explore the attraction that practitioners find in a ubiquitous learning model – 70-20-10. This learning model has been in use for 30 years in practice with wide acceptance. It is however, largely ignored in peer-reviewed literature.

The purpose of this study was to explore the model’s persistence in the world of practice and to elicit from practitioners the perceived benefits bestowed by the model on them. L & D teams in seven large Irish organisations participated in this qualitative research. Results suggested that practitioners are largely aware of the limitations of the model but garners peculiar benefits from its use. Unintended consequences of the use of the model are explored and future research is indicated.

About the Speaker

Dr Paul Donovan is Senior Lecturer at the School of Business, Maynooth University since 2009. He was previously Registrar and Head of Management Development at Irish Management Institute (IMI) specialising in Management Development. Before joining IMI he worked as a general operations manager with Bord na Mona, the Irish Peat Development Authority. He was also Training and Development Manager of the Bord na Mona group. His research interest is the transfer of training from classroom events back into the workplace.

To RSVP, please email business@mu.ie.