

PsyPAG Annual Conference 2007

London South Bank University

18th – 20th July 2007**Paper and Poster Abstract Submission Form****Deadline for Submissions: 8th June 2007****Personal Details**

Title:	First Name: Helen	Last Name: Watts	
Institution:	University of Worcester	Email:	h.watts@worc.ac.uk
Address:	Centre for People @ Work,	Telephone:	01905 542047
	University of Worcester,	Fax:	
	Henwick Grove, Worcester	<i>Your name and place of study will be used for your name badge and the delegate list.</i>	
Postcode:	WR2 6AJ		

Postgraduate Status**Submission Type**

<input checked="" type="checkbox"/> PhD	<input checked="" type="checkbox"/> Presentation (20 minutes + 5 for questions)
<input type="checkbox"/> MSc	<input type="checkbox"/> Poster (A1 either portrait or landscape)
<input type="checkbox"/> Trainee	

Please state the area of psychology your paper best fits:	clinical	<input type="checkbox"/>	cognitive	<input type="checkbox"/>
	developmental	<input type="checkbox"/>	economic	<input type="checkbox"/>
	forensic	<input type="checkbox"/>	health	<input type="checkbox"/>
	neuropsychology	<input type="checkbox"/>	occupational	<input checked="" type="checkbox"/>
	physiological	<input type="checkbox"/>	social	<input type="checkbox"/>
Other (please state)				

Abstract**Title:**

Can the research-practice gap ever really be bridged? 'Applying the applied' in evidence-based organisational practice

Abstract: (no more than 250 words)

Applied Occupational Psychology research provides a valuable evidence base which can potentially be used to inform and improve organisational practice. In reality, however, its actual usage in organisational practice is not a given. After a brief overview of the characteristics of applied research and the challenges faced when conducting it, the valuable role that applied research can have in interpreting organisational behaviour and developing interventions is emphasised. However, this is just the first hurdle for applied researchers, seeking to bridge their research-practice gap. Whilst researchers might succeed in applying their findings to the development of an intervention or practical recommendations, numerous challenges may be encountered during the actual application of these interventions/recommendations into organisational practice. Subsequently, the gap between research and practice is at risk of remaining unbridged. Using my own PhD research as an exemplar ("Membership retention in the health and fitness industry: A predictive model"), these issues will be illustrated and discussed, including ways in which the gap between research and practice can be successfully bridged.

Please email your completed form to: conference2007@psypag.co.uk

Or alternatively post to: Tony Moss, Department of Psychology, London South Bank University, Borough Road, London, SE1 0AA