

# R&D TODAY

## Guide for Contributors

R&D Today is the outreach website for [RADMA](#) and aims to create awareness of interesting practice, thinking and research in the field of R&D management.

Contributing a post to R&D Today helps authors to gain a wider readership for their papers. It encourages citations and counts towards their Altmetric Attention Score. This, and other consequent interactions, can be used to provide evidence of the impact of research results, which is increasingly important to research funders in their assessment processes.

To see the types of content we publish, take a look at [the web site](#).

You may like to contribute a post or an article about an area of R&D that is of interest to you - perhaps a trend, or a useful tool, or a disruptive approach, or something that you have read recently that you thought was good and would like to share.

The most important factor is that contributions should be of interest and relevance to practising R&D managers.

Below are examples of different approaches that authors have taken as suggestions but the format is fluid.

### **Exploring an issue**

Sharing best practice and experience.

- [The Cost of Time in R&D Projects](#)

### **Promoting author's own paper**

An article on R&D Today can help to increase awareness and impact, two examples:

- [Managing the Front End of Innovation – Could Goal Orientation Hold The Key?](#)
- [Using Good Practice R&D Management to Create New Innovations in Malodour Control](#)

### **Review of a paper that you think would be useful to others**

The ideal post is a useful summary and provides learning points, you gain something from reading it, but if you want more depth there is a link to the paper.

- [Selling Technological Knowledge: Managing the Complexities of Technology Transactions](#)
- [Can Openness Enhance A Firm's Performance In An Economic Downturn?](#)

The content should be objective, non-promotional and is published subject to the editors' discretion.

You can submit using the details on the [contact page](#) of R&D Today – include a bio of yourself or link to your online presence, an image or photograph (with copyright details) and a link to the paper or resource as appropriate.