



# How to Straddle Academic and Industry Jobs A Workshop

Timothy D. Malefyt and Robert J. Morais

Building Careers in Anthropology Conference  
Anthropology Career Readiness Commission

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# Agenda

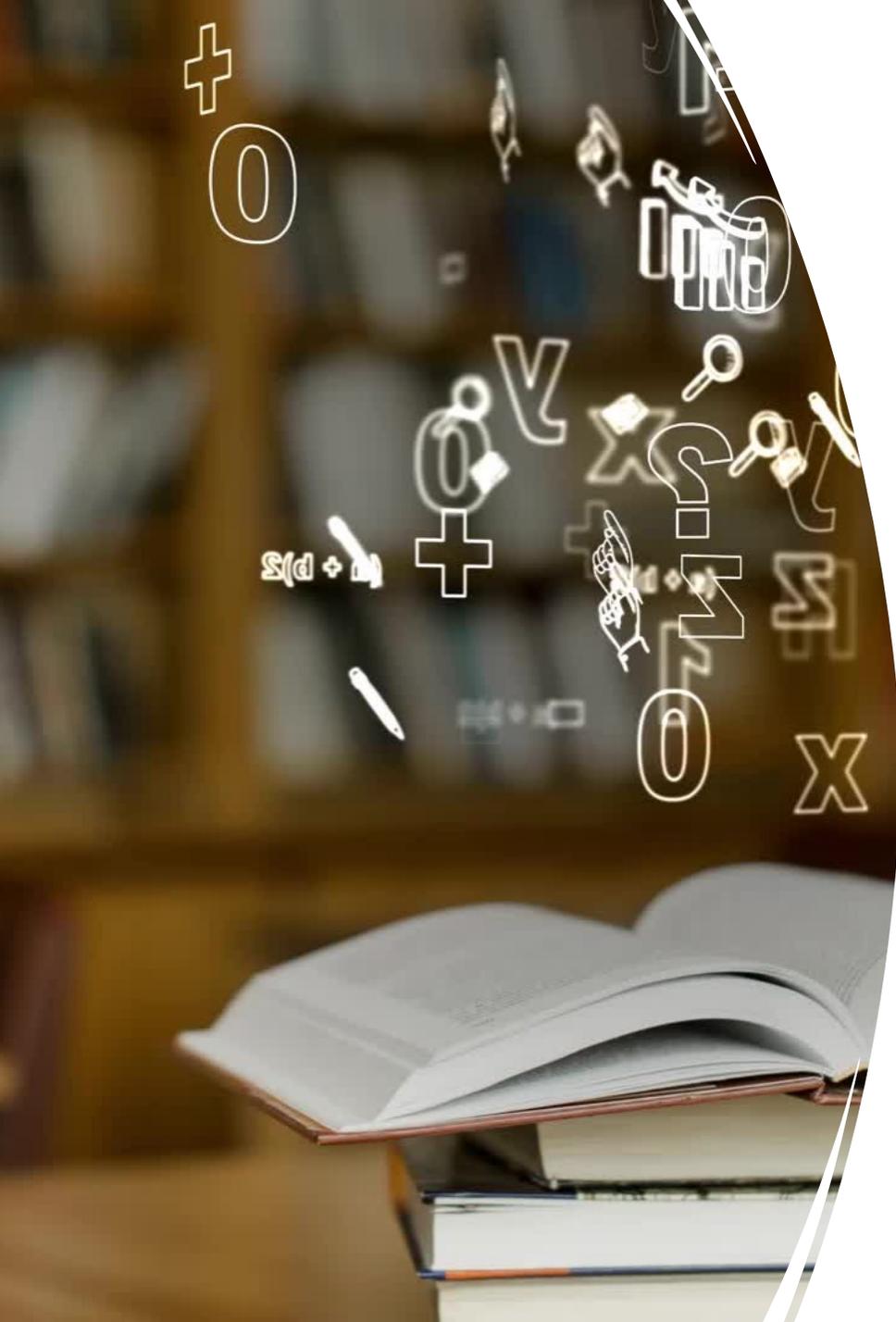
- Workshop Aims
- Brief Introductions and Professional Goals
- Opening Questions
- General Observations
  - Practitioners: How to apply to academic positions and incorporate industry experience in the classroom
  - Academics: How anthropological method and theory can be applied in industry settings
- Breakouts for these Segments: Crafting Your Approach
- Feedback from Us
- Resume/CV Writing and Q&A

# How to apply to academic positions

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- Engage in guest lectures first – speak on subject that interests you and can extend/complement other similar areas
- Get to know a faculty member at the institution, take out for lunch. Discuss department needs, offer to fill in gaps of expertise
- Know where/how you could contribute to the target department offerings
- Define precisely but briefly the course(s) you would offer
- Mention your areas of expertise and previous teaching experience



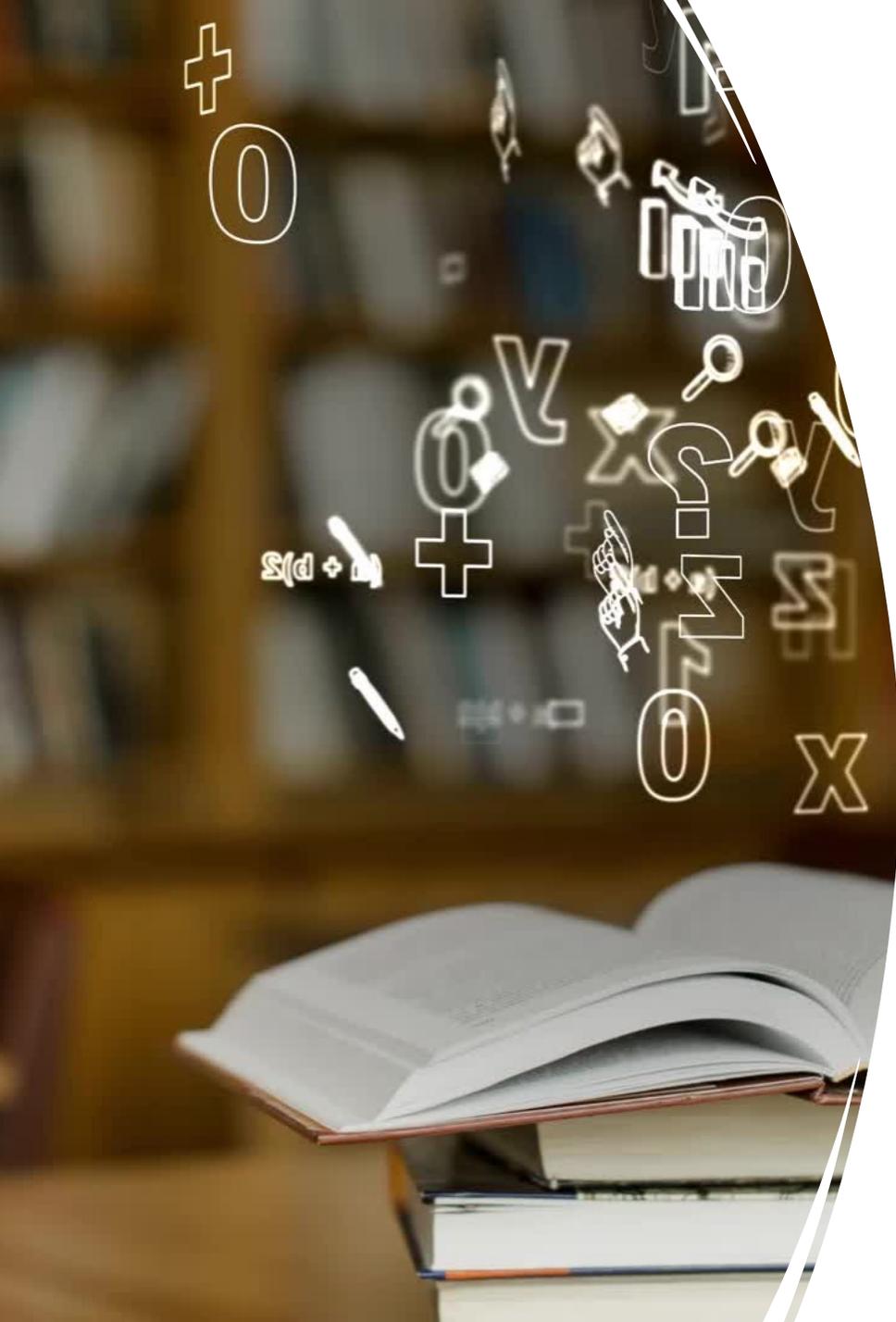


# How to incorporate industry experience in the classroom

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## **Research the department you are investigating**

- Know how teaching is done in the department
  - Delivered via cases, Context/Background, Problem, Research Project, Findings and Insights, Solution, Results
  - Experiential learning – show that fieldwork is desirable
- Discover similar faculty interests and publications
  - design studies, sensory marketing, social media, etc.
- Enquire about relevant textbooks
  - what has been used, what is popular
- Ask to visit a class in progress
  - observe and note teaching styles



# How to incorporate industry experience in the classroom (Continued)

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## Action steps you can take

- Offer to partner with full-time faculty
  - This involves co-teaching, publishing, developing a workshop jointly
- Offer a teaching demonstration
  - Teach a mock class or actual class to show competency, creativity, student engagement
- When teaching, demonstrate the value of qualitative research as a complement/supplement to quantitative research
  - Many business departments stress data analytics
  - Show examples of qualitative methods as a valuable complement

# How method and theory can be applied to industry

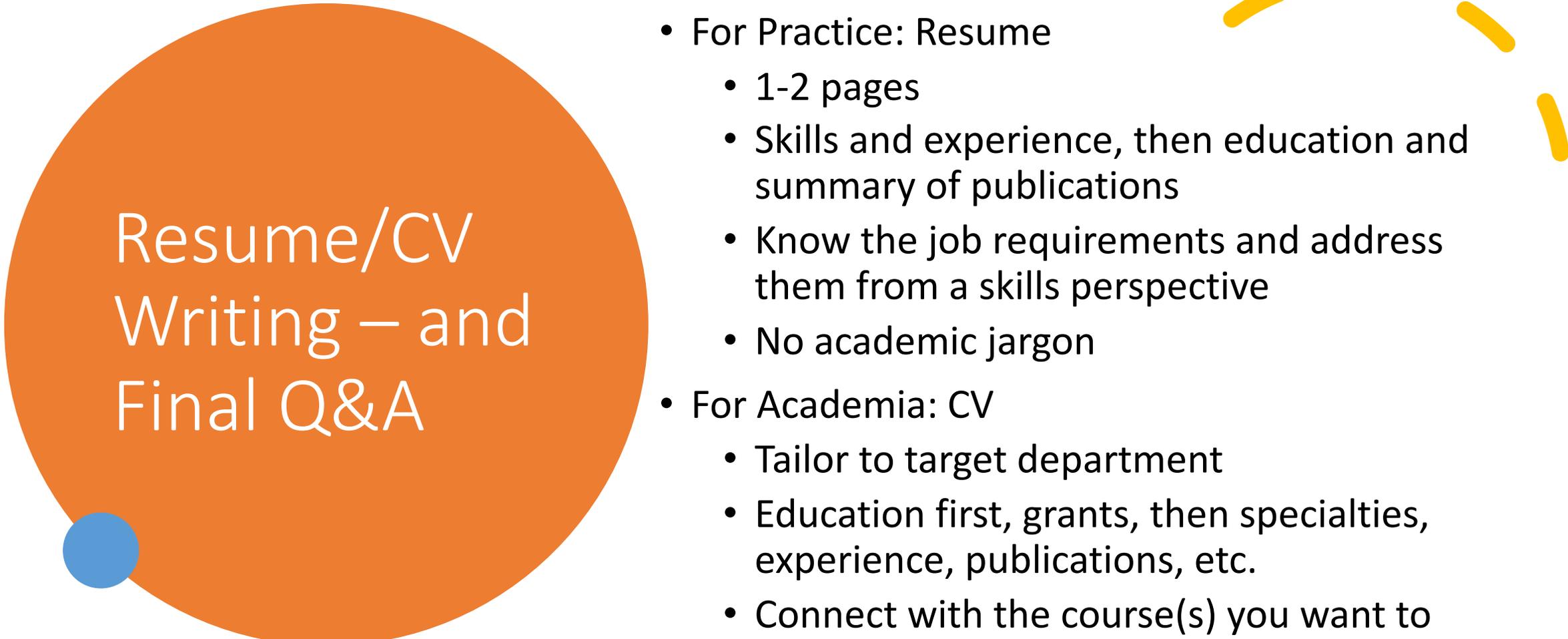
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- Know the company and its needs
- Define where/how you can help
- Begin with ethnography, if appropriate, and convey value of your training/experience
- Address how theory drives depth and breadth of analysis with specifics
- Show value of qualitative methods as complement to quantitative methods
- 1-2 two-minute *relevant* examples depending upon the opportunity, e.g., consumer anthropology, organizational culture, design, UX – mention *results*
  - Tap your experience
  - Mine literature for cases



# Breakouts: 10 minutes

- Objective: Craft your approach to your desired outcome
  - “Elevator pitch”
- Separate into groups based on your aims
- Share with your group and build for 10 minutes
- Then we’ll discuss



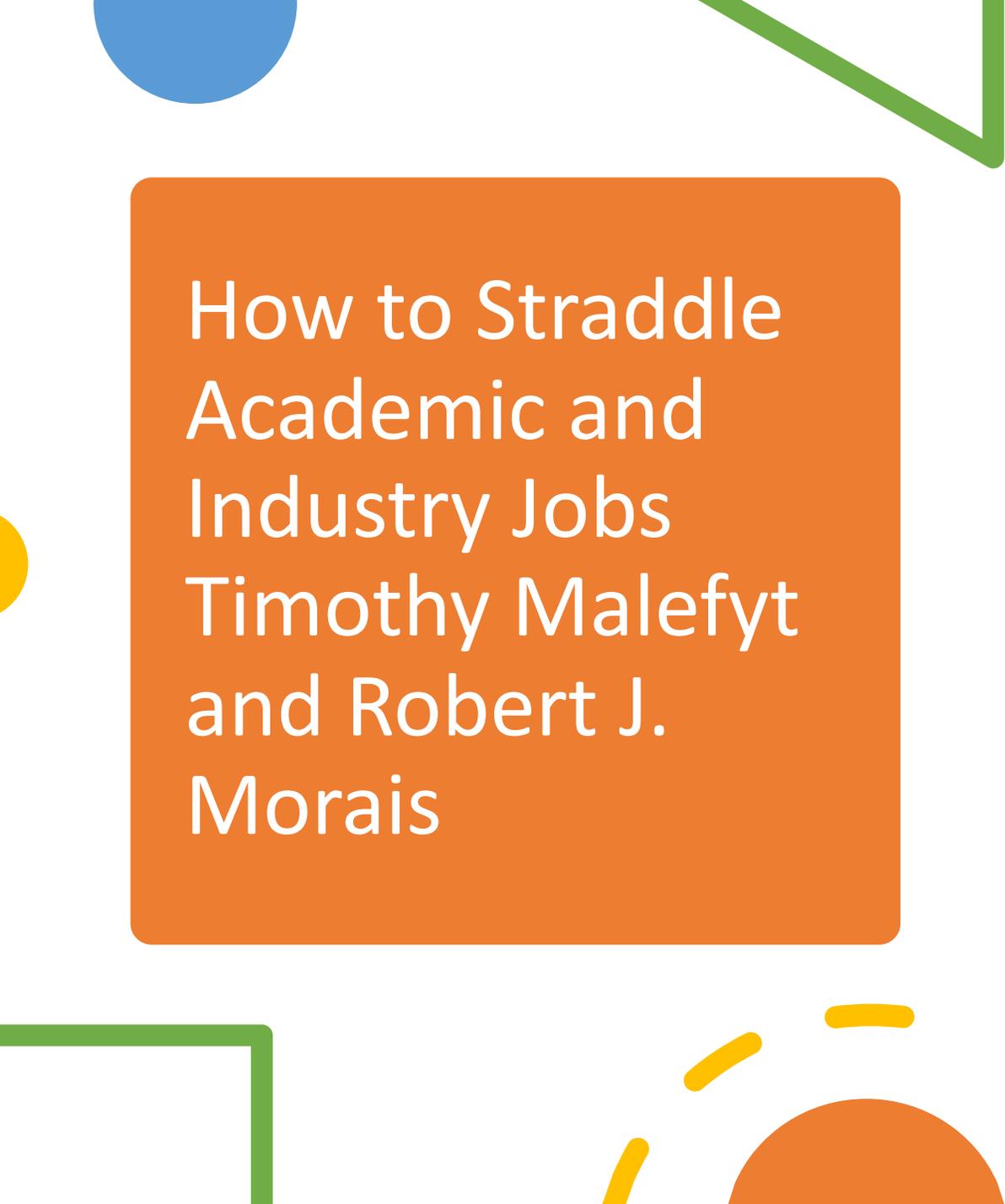
# Resume/CV Writing – and Final Q&A

- For Practice: Resume
  - 1-2 pages
  - Skills and experience, then education and summary of publications
  - Know the job requirements and address them from a skills perspective
  - No academic jargon
- For Academia: CV
  - Tailor to target department
  - Education first, grants, then specialties, experience, publications, etc.
  - Connect with the course(s) you want to teach – do some research



# Contact Information

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  - For more on anthropology in business, visit:
    - <https://www.businessanthro.com/>
    - <https://www.epicpeople.org/>



# How to Straddle Academic and Industry Jobs Timothy Malefyt and Robert J. Morais

This workshop is for working practitioners who would like to teach part-time, current instructors who wish to practice part-time, and for either of those groups who want to make a full-time career shift. We encourage everyone from students to established practitioners, and lecturers to tenured faculty to attend this workshop. We will work on how to apply to academic positions as a practitioner (typically as an adjunct or part-time lecturer) in a range of academic venues (e.g., business schools, design programs, anthropology departments). We will discuss how to incorporate industry experience in academic settings in the context of existing course descriptions and the creation of new courses. For academics, we will cover how anthropological method and theory can be applied to industry settings ranging from consumer research, marketing and advertising, user experience (UX), design, and organizational culture. We will also briefly discuss resume/CV writing for the targeted position.