

# Doing Social Science Research Impact Fully

Professor Dr. Danture Wickramasinghe

University of Glasgow, United Kingdom

[https://doi.org/10.35609/gcbssproceeding.2022.1\(103\)](https://doi.org/10.35609/gcbssproceeding.2022.1(103))

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## KEYNOTE ABSTRACT

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In this presentation, I will highlight the nature of social science research and its impacts - impacts on knowledge and practice. The first is to make a contribution to knowledge by publishing in high-ranked journals which engage in contemporary debate in respective areas of research. This cannot be impactful if there is no extension to such debates. The second is to make a contribution to practice by translating academic research into policymaking. Such translations can be materialised in terms of producing reports, conducting workshops, undertaking action research, and the like. However, in order to do so, you need your research publications first which you can refer to. In this way, research and practice go hand in hand.

**Keywords:** Social Science, Research, New Normal, Practice.