

SHARE Openness is a key for successfully driving profit organizations

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B.R. Jasny, et al., wrote an article entitled "Fostering reproducibility in industry-academia research," in *Science* (1). Many profit organizations tend to keep secrecy to be technically superior to their rivals and lead in the market for profits while academic researchers' rewards come from public presentations and publications that lead to recognition within the community (1). Ashish Arora, et al., call the difference, "paradox of openness" (2). Profit organizations must understand that profits are a reward, not a purpose (3). A culture of openness and transparency should be better equipped in a profit organization for branding (4). The culture enables resiliency for organizations when things do go wrong (4). In order to alleviate the problem of industry-academia research, profit organizations should be aware of the rewards of "openness and transparency" and must control the balance of secrecy and openness to lead in the market.

References:

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<https://www.clemmergroup.com/articles/profits-reward-purpose/>
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