Cultural system
- Sociology of scientific research
- Science/society interaction research
- Dignity of academic peers
- Value and skills of academic community
- Open philosophy in research and dissemination

Political system
- Politicization of research

Typology of business school
- Social science
- Professional school
- Liberal arts
- Knowledge economy

Academic reward system
- Academic integrity and independence

Outputs
- Performance-based research funding systems

Rigour
- Academic research process

Relevance
- Social and economic benefits
- Improving lives of citizens and wellbeing of society
- Actionable research
- Academic credibility
- Micro-sociologic analysis of the public understanding of science
- Productive partnerships
- Research findings to influence policy