

**Table 2. Taxonomy for Value of Certification Research**

Type of Research	Answers the Question ...	Topics Explored
<b>Type A – Perceived Value</b>	“Do stakeholders perceive certification to have value (and to what degree)?”	<ul style="list-style-type: none"> <li>■ Do stakeholders believe they have benefited from certification (and to what degree)?</li> <li>■ How important/valuable do stakeholders believe certification to be?</li> <li>■ Do stakeholders believe that certification has resulted in X (and to what degree)?</li> </ul>
<b>Type B – Influence on Stakeholder Behavior</b>	“Does certification influence stakeholder behavior/decision making?”	<ul style="list-style-type: none"> <li>■ Is the stakeholder more likely to do XYZ because of certification (e.g., is the public more likely to select a certified professional, are employers more likely to hire/promote certified individuals)?</li> <li>■ To what degree does certification influence stakeholder behavior/decision making (i.e., do they take it into consideration or actually require it)?</li> </ul>
<b>Type C – Demonstration of Expected Knowledge/ Behavior on the Job*</b>	“Do certified individuals exhibit/demonstrate the expected knowledge behavior on the job?”	<ul style="list-style-type: none"> <li>■ To what extent do certified individuals demonstrate the expected knowledge/competencies on the job?” (“Expected” knowledge/competencies are those targeted by the certification program)</li> <li>■ To what extent do certified individuals demonstrate behaviors linked to the knowledge/competencies targeted by the certification (e.g., do the patients of board-certified neurosurgeons have better outcomes)?</li> </ul>
<b>Type D – Behavioral Differences Exhibited by Certificants*</b>	“Do certified individuals behave/perform differently from non-certified individuals?”	<ul style="list-style-type: none"> <li>■ Are certified individuals more/less likely to do XYZ as compared to non-certified individuals?</li> <li>■ In what ways/situations do certified individuals function/respond differently than non-certified individuals?</li> </ul>

\* Subjective or objective measures may be used

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<b>Type E – Demonstrable Impact on Business (or Other) Goals</b>	"Has certification positively impacted stakeholders' ability to accomplish their business (or other) goals?"	<ul style="list-style-type: none"> <li>■ Are certified individuals more likely to achieve/attain/accomplish/receive XYZ than non-certified individuals (e.g., can certified management consultants command higher hourly rates than non-certified consultants)?</li> <li>■ In what measurable ways do certified individuals perform better than non-certified individuals with respect to achieving business goals (e.g., fewer errors, greater productivity)?</li> <li>■ Are organizations which employ a higher proportion of certified individuals more successful in accomplishing their business goals than those employing a smaller proportion of certified individuals?</li> <li>■ What proportion of certified employees is sufficient to impact business (or other goals)?</li> </ul>
<b>Type F – Return on Investment (ROI)</b>	"How do stakeholders benefit monetarily from certification?"	<ul style="list-style-type: none"> <li>■ What are the monetary benefits (e.g., increased revenue, decreased costs) associated with the documented behavioral differences between certified and non-certified individuals?</li> <li>■ If certification positively impacts stakeholders' achievement of business outcomes, what are the monetary benefits of the outcomes achieved?</li> <li>■ Do the monetary benefits stakeholders receive from certification exceed the costs they incur?</li> </ul>