

## **Introduction to Qualitative Research**

This two-day workshop is designed to introduce participants to the main phases and decisions involved in a qualitative research project:

- Shaping research questions for a qualitative project
- Deciding on your paradigmatic position and why this matters
- Choosing a research site and participants
- Navigating fieldwork relationships
- Approaches to data analysis
- Theory development in qualitative research
- Writing up a qualitative research project
- Judging research quality

As well as introducing participants to resources to support them in undertaking a qualitative research project, the workshop will involve opportunities for hands-on exercises and class discussion.

While the workshop will introduce participants to the latest trends in qualitative research, it will also place emphasis on doing qualitative research within the field of international business. Qualitative papers published in IB journals will be used as examples.

### **Course readings:**

Alvesson, M. (2011), *Interpreting Interviews*. London: Sage (excerpts).

Alvesson, M. and J. Sandberg (2011), Generating Research Questions Through Problematization. *Academy of Management Review*, 36, 2, 247-271.

Eisenhardt, K.M. and M.E. Graebner (2007), 'Theory Building from Cases: Opportunities and Challenges', *Academy of Management Journal*, 50, 1, 25-32.

Eriksson, P. and A. Kovalainen (2008). *Qualitative Methods in Business Research*. London: Sage (excerpts).

Gioia, D. A., K.G. Corley and A.L. Hamilton (2013), 'Seeking Qualitative Rigor in Inductive Research: Notes on the Gioia methodology', *Organizational Research Methods*, 16, 1, 15 - 31.

Myers, M.D. (2013), *Qualitative research in Business and Management*, 2<sup>nd</sup> edn, London: Sage (excerpts).

Symon, G. and C. Cassell (2012), *Qualitative Organizational Research: Core Methods and Current Challenges*, London: Sage (excerpts).

Silverman, D. (2013), *Doing Qualitative Research*, 4<sup>th</sup> edn, London: Sage (excerpts).

Thomas, G. (2011), *How to Do Your Case Study: A Guide for Students and Researchers*, London: Sage (excerpts).

### **IB-specific readings**

R. Piekkari and C. Welch (2006), 'Qualitative Research Methods in International Business', special issue of *Management International Review*, 46, 4.

Piekkari, R. and C. Welch (eds) (2011), *Rethinking the Case Study in International Business and Management Research*, Cheltenham: Edward Elgar (excerpts).

Tung, R.L., J. Birkinshaw and M.Y. Brannen (eds) (2011), 'Qualitative Research in International Business', special issue of *Journal of international Business Studies*, 42, 5.

*Note:* these readings will be provided to course participants.