

Course Name: **Doing and publishing qualitative research: theoretical and methodological concerns**

Professor: **Marlei Pozzebon**

Schedule: **22 - 24/07 (as per schedule detailed below)**

Workload: **15 hours (1 credit)** Language: **Portuguese
(all material in English)**

Syllabus

❖ Introduction:

Fitting theory and research design: the three building blocks of a coherent research
Ontological and epistemological assumptions of different research traditions

❖ Overview of qualitative research methods:

Methodological assumptions

The influence of literature review on the research design

The role of theory: induction, deduction, abduction

❖ Qualitative research methods

Case study method

Building a rigorous research protocol

Data collection

Data analysis

Ethical concerns

❖ Criteria for high quality research

Different criteria for different research traditions

Brazilian conferences and journals standards

International conferences and journals standards

Proposed calendar:

S	Date	Duration	Readings
1	22 July (Mon) – 13h00 / 17h00	4 hours	[1], [2]
2	23 July (Tue) – 9h00 / 12h00	3 hours	[3], [7]
3	23 July (Tue) – 13h00 / 15h00	2 hours	[5], [6]
4	24 July (Wed) – 9h00 / 12h00	3 hours	[4], [8]
5	24 July (Wed) – 14h00 / 17h00	3 hours	Round Table

Seminary / assessment:

- ❖ 60% class participation
 - 40% participation in each class
 - 20% last session round table
- ❖ 40% term work

The term work consists of writing a research proposal template (for your dissertation or for an article) or evaluating a research project (preferably a qualitative master or doctoral dissertation). Expected maximum length: 5 pages (it is a template to prepare a full version)

Assignment for the first class:

- ❖ Select a journal (national or international) where you would like to publish an article.
- ❖ Select a qualitative paper – related to your research interests – published in the selected journal and that you like!

Basic readings:

1. Van Maanen, J. (1979) Reclaiming Qualitative Methods for Organizational Research: A Preface. *Administrative Science Quarterly*, 24: 520-524.
2. Gephart, Robert "Paradigms and research methods".
http://division.aomonline.org/rm/1999_RMD_Forum_Paradigms_and_Research_Methods.htm
3. Webster, J. and Watson, R.T. "Analyzing the Past to Prepare for the Future: Writing a Literature Review," *MIS Quarterly*, (26:2), 2002, R13-23.
4. Langley, A. and Abdallah, C. (2011). "Templates and turns in qualitative studies of strategy and management" In: Building Methodological Bridges – Research Methods in Strategy and Management, Volume 6, pages 105-140.
5. Eisenhardt, K., "Building Theory from Case Study Research", *Academy of Management Review*, 14 (4), 1989, p. 532-550
6. Stake, R.E. (1998). Case Studies. In: Strategies of Qualitative Inquiry by Denzin, N.K. and Lincoln, Y.S. (Eds.). Sage Publications, California. Pages 445-454.
7. Whetten, D.A. (1989) What Constitutes a Theoretical Contribution? *Academy of Management Review*, vol. 14, no. 4, 490-495.
8. Pozzebon, M.(2004). "Conducting and Evaluating Critical Interpretive Research: Examining Criteria as a Key Component in Building a Research Tradition". In: *Information Systems Research: Relevant Theory and Informed Practice*. Ed. Kaplan, B. et al., London: Kluwer Academic Publishers, 2004, Chapter 16, pp. 275-292.

Qualitative research: essential books

- ❖ Miles, M.B., and Huberman, A.M. (1984) *Qualitative Data Analysis: a Sourcebook of New Methods*, Sage, Newbury Park, CA.
- ❖ Patton, M.Q. (2002) *Qualitative Evaluation and Research Methods*. California: Sage Publications.
- ❖ Denzin, N.K. and Lincoln, Y.S. (1994). *Handbook of Qualitative Research*. Sage Publications, California.
- ❖ Glesne, C. (1999) *Becoming Qualitative Researchers*. New York: Longman.
- ❖ Mason, J. (1997). *Qualitative Researching*. London: Sage Publications.
- ❖ Prasad, Pushkala (2005) *Crafting Qualitative Research*. M.E. Sharpe. New York, 340 pages.
- ❖ Yin, Robert K. (2008) *Case Study Research, Design and Methods*, 4th edition, Sage Publications, London, 2008, 240 pp.
- ❖ Berg, B.L. (2001). *Qualitative Research Methods for the Social Sciences*. Massachusetts: Allyn & Bacon.