

Qualitative Research Methods – Module A

Monday					Readings
08.30-08.45	Introduction to the programme and the course (H)				
08.45-09.45	Presentation of the participants (name, project, expectations for the course, goal of participation) + what is your most pressing research challenge right now (H)				
09.45-10.00	Bio break				
10.00-11.15	Introduction to research approaches and design: Ethnography (J)				Creswell & Poth Yanov, D
11.15-11.20	Bio break				
11.20-12.35	Introduction to research approaches and design: Narrative (B)				Creswell & Poth Vara E et al
12.35 -13.15	Lunch break				
13.15-14.15	Introduction: Research paradigms (C)				Bernstein, E.S., Guba, E.G., & Lincoln, Y.S.
14.15-14.30	Bio break				
14.30-15.45	Introduction to research approaches and design: Grounded theory (H)				Goulding, C Suddaby, R
Tuesday					Readings
09.00-10.15	Introduction to research approaches and design: Case study (H)				Flyvbjerg, B Eisenhardt, KM
10.15-10.20	Bio break				
10.20-11.50	Introduction to research approaches and design: Action/design research (P)				Hevner, AR et al
11.50-12.30	Lunch break				
12.30-14.00	Introduction to research approaches and design: Action/design research (P)				Myers, MD Svejvig, P & Schlichter BR
14.00-14.05	Bio break				
14.05-16.00	Research Design Exercise (B) Based on a case, choosing among the research approaches introduced, you will develop a research design.				On Brightspace
Wednesday					
09.00-10.30	Presentation of outcomes of Research Design exercise (B)				
10.30-10.35	Bio break				
10.35-11.35 11.40-12.40 13.15-14.15	Four parallel sessions based on research design description – 30 minutes each for presentation and individual feedback by discussant, chair and other participants.				
Chair	Jakob	Birte	Per	Helle	
Presenter A					
Presenter B					
	Bio break				
Presenter C					
Presenter D					
	Lunch break				
Presenter E					
Presenter F					
14.15-15.00	Wrapping up: new challenges? (H + B)				

Wednesday all students will act as discussants of *one* paper on a rotation basis. A provides feedback to B, B to C, C to D, D to E, E to F and F to A, but all students need to read all papers in their session. The Chair will also give feedback, lead the session, and keep the time. Each presenter will get 10 minutes to present research.

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Instructions for individual preparation prior to class:

Hand in: research design description (**max 3 pages**) based on template below **2 weeks prior to course start as we have to distribute these documents to the other participants.**

Template for research design description

Describe i. Purpose, relevance, novelty. ii. Central Research Question. iii. Theoretical basis for your study. iv. Choice of research approach (ethnography, case study, narrative, action research, etc). v. Sampling strategy. vi. Proposed data collection and analysis techniques.

After class: research design evaluation and amendment

Based on your learning from class amend your original research design description and resubmit. **Minimum 5 pages, exclusively on the research design.**

Compulsory reading list

Cresswell, JW and Poth, CN (2018) *Qualitative Inquiry and Research Design: Choosing among five approaches*. SAGE. **Chapters 1-4**

Research paradigms

Bernstein, ES (2012) The Transparency Paradox: A Role for Privacy in Organizational Learning and Operational Control. *Administrative Science Quarterly* 57(2):181-216. (focus on pp. 181-187, 195-196)

Guba, E.G., & Lincoln, Y.S. (1994) Competing paradigms in qualitative research. In N.K. Denzin & Y.S. Lincoln (Eds.), *Handbook of qualitative research* (pp. 105-117). Thousand Oaks, CA: Sage.

Ethnography

Cresswell & Poth (2018), chapter 4

Yanow, D (2012) Organizational ethnography between toolbox and world-making. *Organizational Ethnography* 1(1) 31-42

Narrative

Cresswell & Poth (2018), chapter 4

Vaara, E., Sonenshein, S., & Boje, D. (2016). Narratives as Sources of Stability and Change in Organizations: Approaches and Directions for Future Research, *The Academy of Management Annals*, 10:1, 495-560, DOI: [10.1080/19416520.2016.1120963](https://doi.org/10.1080/19416520.2016.1120963)

Grounded theory

Goulding, C (2001): Grounded Theory: A Magical Formula or a Potential Nightmare. *The Marketing Review*, 2, 21-34

Suddaby, R (2006) From the editors: What Grounded Theory is not. *Academy of Management Journal*, 49(4) 633-642

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Case studies

Flyvbjerg, B. (2006) Five misunderstandings about case-study research. *Qualitative inquiry* 12.2 219-245.

Eisenhardt, K. M. (1989) Building theories from case study research. *Academy of management review*, 14(4), 532-550

Action research

Hevner, A. R., S. T. March, J. Park and S. Ram (2004) Design Science in Information Systems Research. *MIS Quarterly* 28(1) 75-105

Myers, M. D. (2009) Action Research. *Qualitative Research in Business & Management*. M. D. Myers. London, Sage Publications: 55-69.

Svejvig, P. and B. R. Schlichter (2020) The Long Road to Benefits Management: Toward an Integrative Management Model. *Project Management Journal* 51(3): 312–327.

Further recommended readings

From The Editors Series in Academy of Management Journal (AMJ), 2011 – topic choice (1), **research design** (2), setting the hook (3), grounding hypotheses (4), crafting methods and results (5), implications (6), what’s different about qualitative research (7).

Journal Articles

Bluhm, Haman, Lee & Mitchell (2011) Qualitative Research in Management: A decade of progress. *Journal of Management Studies* 48:8, 1866-1891

Bono & McNamara (2011) publishing in AMJ – Part 2: Research Design, AMJ, 54:4, 657-660

Gehman, J., Glaser, V. L., Eisenhardt, K. M., Gioia, D., Langley, A., & Corley, K. G. (2017). Finding theory–method fit: A comparison of three qualitative approaches to theory building. *Journal of Management Inquiry*, 27(3) 284-300

Graebner, ME, Martin, JA & Roundy, PT (2012) Qualitative Data: Cooking without a recipe. *Strategic Organization* 10(3) 276-284

Hannah, DR & Lautsch, BA (2011) Counting in Qualitative Research: Why to conduct it, when to avoid it, and when to closet it. *Journal of Management Inquiry* 20(1) 14-22

Harrison, H., Birks, M., Franklin, R., & Mills, J. (2017). Case Study Research: Foundations and Methodological Orientations. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 18(1).

Kahlke, RM (2014) Generic Qualitative Approaches: Pitfalls and benefits of methodological mixology. *International Journal of Qualitative Methods* 13: 37-52

Manning J & Kunkel, A (2014) Making Meaning of Meaning-making Research: Using qualitative research for studies of social and personal relationships. *Journal of Social and Personal Relationships* 31(4) 433-441

O’Brien, BC, Harris, IB, Beckman, TJ, Reed, DA, Cook, DA (2014) Standards for Reporting Qualitative Research: A synthesis of Recommendations. *Academic Medicine* 89(9) 1245-1251

Polkinghorne, DE (2006) An Agenda for the Second Generation of Qualitative Studies. *International Journal of Qualitative Studies on Health and Well-being* 1:2, 68-77

Pratt, Kaplan and Whittington (2019) Tumult over Transparency: Decoupling transparency from replication in establishing trustworthy qualitative research. *Administrative Science Quarterly* 1-19

Samra-Fredericks, D (2004) Managerial Elites making rhetorical and linguistic ‘Moves’ for a moving (emotional) Display. *Human Relations* 57(9) 1103-1143

Sargeant, (2012) Qualitative Research Part II: Participants analysis and quality assurance. *Journal of Graduate Medical Education*, 1-3

Tracy, SJ (2010) Qualitative Quality: Eight “big-tent” criteria for excellent qualitative research. *Qualitative Inquiry* 16(10) 837-851

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Yanow, D (2012) Organizational ethnography between toolbox and world-making. *Organizational Ethnography* 1(1) 31-42

Methodology Books and Chapters

Blakie, N and Priest, J (2017) *Designing social research*. Polity Press

Blakie, N and Priest, J (2016) *Social Research: Paradigms in Action*. Polity Press

Brush, C (2007) Avoiding a strikeout in the first innings. Chapter 18 In Neergaard and Uihøi: *Handbook of Qualitative Research Methods in Entrepreneurship*. Edward Elgar 460-475

Patton, MC (latest ed) *Qualitative evaluation and research methods*. SAGE Inspirational on e.g. sampling

Patton, MC (2011) *Developmental evaluation. Applying complexity concepts to enhance innovation and use*. Guilford. Inspirational on studies on evaluation of processes (so for process studies)

Thomas, G (2016) *How to do your case study*. SAGE

Wengraf, T (2001) *Qualitative Research Interviewing*. SAGE Inspiration for how the Central Research Question guides Theory Questions and Interview Questions.