

QUALITATIVE RESEARCH

QUALITATIVE RESEARCH

PhD Level, ECTS: 5

Dates: 20, 21, 22 April, 10:00am-16:00pm via Zoom



Judith.ladenstein@univie.ac.at

This 3-day course covers the diversity of qualitative research and provides resources for participants to consider and develop their own research practices. It further discusses and unpacks the complexity of various research design decisions in qualitative inquiry.

The workshop focuses on the following topics:

- (1) introduction to qualitative research;
- (2) the theorizing potential of the qualitative case study under different philosophical orientations
- (3) sampling practices in qualitative (case) research
- (4) qualitative interview research and ethnography
- (5) alternatives for analyzing qualitative data
- (6) publishing qualitative research in top tier academic journals.

Each part of the workshop is based on an analysis and discussion of examples as well as relevant pre-readings. Participants are also invited to share their own experiences in the classroom including reviews of qualitative papers as well as qualitative datasets.

Course Instructor:

Professor Emmanuela Plakoyiannaki is Chair of International Business at the University of Vienna, Austria and Visiting Professor at Leeds University Business School, UK. She is Associate Editor of the *British Journal of Management*. She has published on numerous aspects of doing qualitative research. Her co-authored article on "Theorising from Case Studies..." received the Journal of International Business Studies 2021 Decade Award for its impact in the international business community.

Instructor's Key References

- Plakoyiannaki, E., Wei, T., Prashantham, S., 2019. "Rethinking qualitative scholarship in emerging markets: Researching, theorizing, and reporting". *Management and Organization Review*, Vol. 15, No. 2, pp. 217-234.
- Ji, J., Plakoyiannaki, E., Dimitratos P., and Chen, S., 2019. "The qualitative case study research in international entrepreneurship: A state of the art and analysis", *International Marketing Review*, 36(1), pp. 164-187.
- Fletcher, M., Zhao, Y., Plakoyiannaki, E., and Buck, T., 2018. "Three pathways to case selection in international business: A twenty-year review, analysis and synthesis", *International Business Review*, Vol. 27, No 4, pp. 755-766.
- Leppäaho, T., Plakoyiannaki, E., and Dimitratos, P., 2016. "The case study in family business: An analysis of current research practices and recommendations", *Family Business Review*, Vol. 29, No. 2, pp. 159-173.
- Michailova, S., Piekkari, R., Plakoyiannaki, E., Ritvala, T., Mihailova, I., and Salmi, A., 2014. "Breaking the silence about exiting fieldwork: A relational approach and its implications for theorizing", *Academy of Management Review*, Vol. 39, No. 2, pp. 138-161.
- Chidlow, A., Plakoyiannaki, E., & Welch, C., 2014. "Translation in cross-language international business research: Beyond equivalence", *Journal of International Business Studies*, Vol. 45, No. 5, pp. 562-582.
- Welch, C., Plakoyiannaki, E., Piekkari, R., and Paavilainen-Mäntymäki, E., 2013, "Legitimizing diverse uses for qualitative research: A rhetorical analysis of two management journals", *International Journal of Management Reviews*, Vol. 15, No. 2, p. 245-264.
- Poulis, K., Poulis, E., and Plakoyiannaki, E., 2013. "The role of context in case study selection: An international business perspective", *International Business Review*, Vol. 22, No. 1, pp. 304-314-
- Welch, C., Piekkari, R., Plakoyiannaki, E., and Paavilainen-Mäntymäki, E., 2011, "Theorising from case studies: Towards a pluralist future for international business research", *Journal of International Business Studies*, Vol. 42, No. 5, pp. 740-762.