

# Qualitative Research

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TUM School of Management

Postgraduate Seminar  
TUM Graduate School of Management  
Winter term 2018/19

## I. Seminar Description

Qualitative research has become an established method of inquiry in human and social sciences, including management and related fields. Qualitative papers are published in leading management journals (e.g. Academy of Management Journal). In this seminar you will learn about the nature, design, and methods of qualitative data collection and analysis. The seminar is targeted at postgraduate students (PhD and post doc researchers), who intend to employ qualitative research designs and methods.

## II. Seminar Objectives

At the end of the seminar you will be able to:

1. Understand the ontological and epistemological assumptions of qualitative research;
2. Define and appreciate qualitative research designs and methods;
3. Acknowledge the difference between variance and process studies;
4. Understand case studies as one of the main approaches for qualitative research;
5. Apply qualitative research methods for data collection and analysis;
6. Employ Maxqda as a software programme for qualitative data analysis.

The format of the seminar is very interactive in nature, including group exercises, role plays, open plenum discussions, direct talks with and feedback by the instructor. The seminar objectives and the letter of participation will be achieved by: reading assigned materials; attending class; participating actively in group exercises and class room discussions; writing short memos; and developing a qualitative project proposal relating your own line of research.

### III. Seminar Schedule

Day	Time	Contents
07.01.2019	09:00-12:30	Welcome and Round of Introduction Session 1: Qualitative Research – Theory, Ontology and Epistemology
07.01.2019	13:30-17:30	Session 2: Case Study Research – Introduction and Group exercise
14.01.2019	09:00-12:30	Session 3: Qualitative Data Collection – Tools and Techniques
14.01.2019	13:30-17:30	Session 4: Qualitative Data Collection and Analysis – Role Play Authors, Reviewers and Editors
21.01.2019	09:00-12:30	Session 5: Qualitative Data Analysis – Tools and Techniques Special Feature: Introduction to Maxqda
21.01.2019	13:30-17:30	Session 6: Qualitative Research Project Proposals – Discussion and Feedback

The postgraduate seminar will take place at the TUM School of Management, Arcisstrasse 21, 80333 München.

### IV. Seminar Readings

The following articles are essential readings in qualitative research. They represent a combination of method articles and empirical studies, which were published in leading international journals illustrating methodological aspects of qualitative research in an exemplary fashion. The articles are listed in logical order (not alphabetical order of the authors). Altogether they form a basis for our discussion. As a courtesy to the participants the articles will be provided as pdf files.

## **Session 1: Introduction to Qualitative Research: Theory, Ontology, and Epistemology**

In the first session we will talk about the theoretical, ontological and epistemological assumptions of qualitative research (in contrast to quantitative research). To allow a fruitful discussion, make certain to read the following theory and method articles.

Sutton, R.I. & Staw, B.M. (1995): What Theory is *Not*. *Administrative Science Quarterly*, 40(3): 371-384.

Weick, K.E. (1995): What Theory is *Not*, *Theorizing Is*. *Administrative Science Quarterly*, 40(3): 385-390.

DiMaggio, Paul J. (1995). Comments on "What Theory is *Not*". *Administrative Science Quarterly*, 40(3): 391-397.

Morgan, G., & Smircich, L. (1980): The Case for Qualitative Research. *Academy of Management Review*, 5(4): 491-500.

van de Ven, A. (2007): *Engaged Scholarship: A Guide for Organizational and Social Research*, Oxford University Press: Oxford: 143-160.

**Memo 1:** Think about for a while why it might be useful to reflect upon ontological and epistemological assumptions. Which implications may these reflections have for your life in general and research in particular?

## **Session 2: Case Study Research – Introduction and Group exercise**

In the second session we will focus on case study research as one of the main qualitative approaches in management and related fields.

Eisenhardt, K. 1989. Building Theories from Case Study Research. *Academy of Management Review*, 14(4): 532-550.

Fletcher, M. & Plakoyiannaki. 2011: Case Selection in International Business: Key Issues and Common Misconceptions, in: Marschan-Pierkkari, R. & Welch, C. (eds.) *Rethinking the Case Study in International Business and Management Research*. Edward Elgar: Cheltenham, UK, pp. 171-192.

Yin, R. (2018). *Case Study Research and Applications: Design and Methods*. 6<sup>th</sup> ed. Sage: Thousand Oaks, Ca.

Eisenhardt, K.M. 1989. Making Fast Strategic Decisions in High-Velocity Environments. *Academy of Management Journal*, 32(3): 543-576.

Ravasi, D. & Schultz, M. 2006. Responding to Organizational Identity Threats: Exploring the Role of Organizational Culture. *Academy of Management Journal*, 49(3): 433-458.

**Memo 2:** Read the two AMJ articles and analyze the case study designs in terms of the main units of analysis, the empirical units of observation, and the sampling. Furthermore, ask yourself, what are the underlying ontological and epistemological assumptions of the two AMJ articles.

### **Session 3: Qualitative Data Collection – Tools and Techniques**

In the third session we will learn about methods of qualitative data collection with a special emphasis on different types of interviews.

Myers, M. (2009). *Qualitative Research in Business & Management*. London: Sage, 121-135.

Harper, D. (2002). Talking about Pictures: A Case for Photo Elicitation. *Visual Studies*, 17(1): 13-26.

Flick, U. (2009): *An Introduction to Qualitative Research*, 4<sup>th</sup> ed., Sage: Los Angeles, 239-253.

**Memo 3:** Formulate three different research questions and come up with appropriate methods of data collection!

### **Session 4: Qualitative Data Collection and Analysis – Role play authors, reviewers and editors**

In the fourth session we will conduct a role play where each student plays a role that is author, reviewer and editor. The paper is assumed to be a late round revise and resubmit with student playing the author role presenting the strengths of the paper, the reviewer critiquing the paper and the editor, after listening to both sides, offering their reasoning for a decision.

Fauchart, E., & Gruber, M. 2011. Darwinians, communitarians, and missionaries: the role of founder identity in entrepreneurship. *Academy of Management Journal*, 54(5): 935-957.

Hatch, M.J., & Schultz, M. 2017. Toward a Theory of Using History Authentically: Historicizing in the

Carlsberg Group. *Administrative Science Quarterly*, 62(4): 657-697.

Munir, K.A. & Philips, N. (2005): The Birth of the 'Kodak Moment': Institutional Entrepreneurship and the Adoption of New Technologies. *Organization Studies*, 26(11): 1665-1687.

**Memo 4:** Read the three assigned papers and be ready to take over the role of author, reviewer and editor. Please note that on occasion the original authors of the papers will join the seminar via Skype, so please be well prepared!

#### **Session 5: Qualitative Data Analysis – Tools and Techniques (Special Feature: Introduction to Maxqda)**

In the fifth session the instructor will provide a brief overview of tools and techniques for qualitative data analysis. Furthermore, we will take first steps to use Maxqda, one of the leading software programmes for qualitative data analysis.

Miles, M.B., & Huberman, A.M. (1994): *Qualitative Data Analysis*, 2<sup>nd</sup> ed., Sage: Thousands Oaks, pp. 172-206.

**Memo 5:** Download the free trial version at <http://www.maxqda.com/downloads/demo> on your notebook for your own use and take first steps to become familiar with programme for qualitative data analysis.

#### **Session 6: Qualitative Research Project Proposals – Discussion and Feedback**

In the sixth session we will discuss your qualitative research project proposal. You will get in-depth feedback from your fellow students and the instructor with a special emphasis on qualitative research design and methods.

**Memo 6:** Submit a brief qualitative project proposal, including main research questions, research context, research design, and research methods for qualitative data collection and analysis (approx. 2-3 pages).

## **V. Seminar Registration**

If you want to attend and participate in the postgraduate seminar, write an email to: [Frank.Belz@tum.de](mailto:Frank.Belz@tum.de). The registration deadline for the seminar is the 17<sup>th</sup> of December 2018. Prof. Dr. Frank-Martin Belz will confirm your registration and grant access to the required readings.

## **VI. Instructor's profile**

Frank-Martin Belz holds the Chair of Corporate Sustainability at the Technical University Munich (TUM School of Management). He studied Business Administration at the University of Giessen and the University of Mannheim (Germany). From 1991 to 1995 he was PhD student at the University of St. Gallen (Switzerland). He wrote his PhD thesis on "Ecology and Competitiveness in the Food Industry" doing extensive field research and employing a multiple case study design for theory building. Between 1996 and 2002 he was assistant and associate professor at the University of St. Gallen, focussing on corporate sustainability. In the year 2003 he was appointed as full professor at the Technical University Munich. He likes teaching, conducting and supervising qualitative research, focussing on sustainable entrepreneurship.

Freising, 17<sup>th</sup> of September 2018