



Ph.D. COURSE:

QUALITATIVE METHODOLOGY

Spring 2011 at Jönköping International Business School

Course credits:

7.5 ECTS credits

1 ECTS = appr. 5 hrs in class; appr. 20 hrs individual work

Education Cycle:

Third cycle, doctoral program course

Course managers/examiners:

Professors Ethel Brundin and Vivian Wimarlund

Course language

English

Prerequisites:

Admitted as Doctoral Student.

Register for the doctoral course by sending an e-mail to susanne.hansson@jibs.hj.se

Purpose

The course will render the participant theoretical as well as practical knowledge about academic methods in order to be able to collect, organize and analyze qualitative material. The course will make the student familiar with both traditional and emerging methods. Further, the student shall be knowledgeable about the quality and ethics demands in qualitative research.

Intended learning outcomes:

At the end of the course, students shall

- be aware of and able to “defend” their epistemological and ontological stance point in qualitative research
- possess knowledge about and critically assess theoretical qualitative perspectives and their practical implications
- be able to make choices between different methods/techniques and be able to justify their choice
- possess knowledge about and critically assess different analytical tools and how to apply them in practice
- be able to judge the quality of qualitative methods
- be able to make appropriate ethical decisions in regards to both writing and collecting empirical material



Course/classes methodology

The course will be in the format of interactive discussion seminars including theoretical introductions and/or wrap ups with conclusions and implications. Each student needs to be prepared by reading the required chapters/articles, carry through practical exercises, and to present and lead a discussion in the group.

Course start

February 7, 2011

Examination

Examination will be done through active participation, written reflections to meetings, exercises, presentations and a final course (conference) paper.

Course evaluation

A course evaluation will be conducted at the end of the course.

Schedule

The schedule is subject to change and may also be extended with a guest seminar and/or a Ph.D. defense

February 7, 1 – 4.30 pm (3.5 hrs)

1. *What is qualitative method?* A 2-page reflection based on the readings for seminar 1 shall be e-mailed to ethel.brundin@jibs.hj.se and Vivian.wimarlund@jibs.hj.se (plus all participants) by the latest 48 hours prior to the start of the seminar (February 4, at 9 am).

Readings:

- Interpreting Qualitative Data: Methods for Analysing Talk, Text and Interaction, Second Edition by David Silverman, Chapter 2: What Is Qualitative Research?, pp. 25-41
- Multiple Perspectives on Theory Building, by Dennis A Gioia and Evelyn Pitre, in The Academy of Management Review, Vol. 15, No. 4, pp. 584-602.
- The Case for Qualitative Research, by Gareth Morgan and Linda Smircich, in The Academy of Management Review, Vol. 5, No. 4, pp. 491-500.
- Learning the Craft of Organizational Research, by Richard L. Daft, in The Academy of Management Review, Vol. 8, No. 4, pp. 539-546

February 17, 9 am – 1pm (4 hrs)

2. *Entering the field:* Different ways to approach and study a chosen phenomenon

You and a colleague will be assigned one of the following books (we will give you the chance to choose, however if the book is already taken by many students we will have to assign one).

- Alvesson, M. and Sköldbberg, K. Reflexive Methodology. New Vistas for Qualitative Research, London, Sage (2000) – or later edition
- Glaser B.G. and Strauss, A.L. (1967). The discovery of grounded theories: strategies for qualitative research New York : Aldine, cop. 1967
- Stake, R. E. (1995) The art of case study research, Sage.
- Yin, R.K (2003) Case Study Research: design and methods
- Van Maanen, J. (1998). On Tales of the Field: On Writing Ethnography. Chicago: University of Chicago Press



You shall be prepared to present and discuss the overall purpose, structure and content of the book, including your view of the book, what came out as new knowledge, how it can be related to research on business etc. Please try to minimize OH-slides to 5-10 slides (maximum 10!).

February 18, 9.15 am – 3 pm (5 hrs)

3. *In the field*: different techniques: Interviews, observations, diaries, ethnography, interactive research, surveys, case study, etc. In pairs of two you will be able to choose/be assigned one of the following techniques and prepare a presentation (max. 5 OH slides). The presentation shall help the non-informed student to understand the technique's purpose, content, advantages, and disadvantages in relation to research on business and your personal opinion about the technique – and why.

- Interview
- Participant observation/shadowing
- Diaries
- Ethnography
- Surveys
- Interactive research
- Action research
- Netnography
- Any other technique

Your task is to find relevant literature [see some suggestions under complementary readings below (which is however not complete!)] about your specifically assigned technique and present to the group.

February 23, 9 am – 12 pm (3 hrs)

4. *Interpretations, metaphors, narratives* (Mona Ericson)

Preparations, readings:

- Brundin, E. (2007) 'Catching as it happens'. In Neergaard, H. and Parm Ulhoi (eds.) *Handbook of Qualitative Research Methods in Entrepreneurship*. Cheltenham, UK and Northampton, MA, USA: Edward Elgar, pp. 279-307
- Ericson, M. (2008). As in the Composition of a Fugue: Capturing the Flow of Strategic Business Activities, *International Journal of Qualitative Methods*, <http://creativecommons.org/licenses/by/2.0>

February 23, 1 – 4 pm (3 hrs)

5. *Discourse analysis* (Helene Ahl)

Preparations, readings:

- M Winther Jørgensen, L Phillips (2002) *Discourse analysis as theory and method*, London: Sage
- Ahl, H. (2002). *The Making of the Female Entrepreneur: A Discourse Analysis of Research Texts on Women's Entrepreneurship*. Doctoral Dissertation. Jönköping: Jönköping International Business School. Chapters 4 and 6.

February 24, 9.15 am – 12 pm(3 hrs)

6. *Participant design* (Vivian Wimarlund)



Preparations, readings:

- Vimarlund V, Timpka T : Participatory Design in Economic Terms: A Theoretical Discussion. Proceedings of Participatory Design Conference. 1998.
- Shuler Dand Namioka A. Participatory Design :principles and practices. Lawrence Erlbaum Associates Inc. , 1993

Between seminars 6 and 7:

- a) Team up 2 by 2. Set up an interview with someone at the university that you know have done qualitative research in order to find out their experiences of different methods. Decide between you how to approach the task. The interview should be between 1 -2 hours. Transcribe the interview.
- b) Decide between the two of you how you want to analyze and/or present the material: interpretation, discourse analysis, using metaphors, narratives, dramatized form, participant design, NVivo etc. In accordance with your choice you shall find relevant literature [see some suggestions under complementary readings below (which is however not complete!)]. At seminar 7 you shall present your chosen analytical tool. Your analysis shall be illustrated in relation to your empirical material. Your presentation needs to help the non informed student to be able to use your presented analytical tool in the future.

Write down a reflection of two pages of how you approached the task, your difficulties, choices etc. and your choice of analysis including the transcribed material to ethel.brundin@jibs.hj.se and vivan.wimarlund@jibs.hj.se (and all participants) by March 11, 2011 at 9 am.

March 14, 9.15 am – 4 pm (6 hrs)

7. *What can be done with the material?*

Presentation and discussion about the chosen analytical tool and in relation to the material (**see point b) above**)

The presentation is made through a slide show or any other way that you deem appropriate.

March 15, 9 am – 12 pm (3 hrs)

8. *Quality and Ethics* in qualitative research. Read the following article and reflect upon how it meets criteria of ethics and quality:

Brundin, E. and Nordqvist, M. (2008). Beyond Facts and Figures – The Role of Emotions in Board Room Dynamics, *Corporate Governance: An International Review*.

Readings:

- Building Theories from Case Study Research, by Kathleen M. Eisenhardt, in *The Academy of Management Review*, Vol. 14, No. 4, pp. 532-550
- Better Stories, Not Better Constructs, to Generate Better Theory: A Rejoinder to Eisenhardt, by W. Gibb Dyer, Jr.; Alan L. Wilkins, in *The Academy of Management Review*, Vol. 16, No. 3, pp. 613-619



Be prepared to present and discuss your opinion and how quality and ethics are related to research on business. You shall use the literature in order to sustain your arguments [see some additional suggestions under complementary readings below (which is however not complete!).]

March 15, 1 – 4 pm (3 hrs)

9. *The challenge of publishing qualitative research*
10. *The profession of being a scholar*

Preparations, readings:

- Siggelkow, N. (2007). Persuasion with case studies, *Academy of Management Journal*, vol. 50 (1), 20-24.
- Craig, J. (2010). Desk Rejection: How to Avoid Being Hit by a Returning Boomerang, *Family Business Review*, 23, pp. 306-309

March 30, 1 – 5 pm (4 hrs) (two parallel tracks)

Examination: presentation of course paper

In pairs of two you shall write a course paper about an aspect of qualitative method in the format of a conference paper that will be reviewed and presented. You shall send your first version of the paper to the course team and course colleagues on March 28 at 1 pm. Each participant will be assigned a paper to review for the presentation.

Bibliography / Readings

Compulsory

According to the seminar instructions above

Complementary

- Alvesson, M. and Kärreman, D. (2007). Constructing Mystery: Empirical Matters in Theory Development, *Academy of Management Review*, vol. 32 (4), 1265-1281.
- Beck, 2002
- Beyer and Holtzblatt, 1998
- Bjerknes, Ehn, and Kyng, 1987
- Bryman, A. (2008), 3rd ed. Social research methods, Oxford: Oxford University Press
- Buchanan D. And Bryman, A. (eds). The Sage handbook of organizational research methods London : SAGE, 2009
- Bødker et al., 2004
- Czarniawska, B. (2007) Shadowing and other techniques for doing fieldwork in modern societies, Malmö: Liber
- Denzin, N.K. and Y.S. Lincoln (1994) Handbook of Qualitative Research. CA: Sage
- Eisenhardt, K.M. and Graebner, M.E. (2007). Theory Building from Cases: Opportunities and Challenges, *Academy of Management Journal*, vol. (50) (1), 25-32.
- Feldman, M. 1995. Strategies for interpreting qualitative data, Qualitative research methods series 33, Thousand Oaks, Sage.



- Foucault, M. (1972). The Discourse on Language (L'ordre du discours). In The archaeology of knowledge & The discourse on language (pp. 215-237). New York: Pantheon Books.
- Hesse-Biber, S.N. and Leavy, P. (eds.) (2006). Emergent methods in social research, Thousand Oaks : Sage Publications
- Kelle, U. 2004, Computer-Assisted Qualitative Data Analysis, in Sele, Gobo, Gubrium and Silverman (Eds.) Qualitative Research Practice, Thousand Oaks, Sage, pp: 473-490
- Kvale, S. And Brinkmann, S. (2009). InterViews: learning the craft of qualitative research interviewing, Los Angeles: Sage
- Neergaard, H. and Ulhoi, J.P. (2006) (eds.) Handbook of Qualitative Research Methods in Entrepreneurship
- Noro and Imada, 1991
- Muller, 2007
- Smith, R. and Anderson, A.R. (2007). Daring to be different: a dialogue on the problems of getting qualitative research published. In Neergaard, H. and Parm Ulhoi (eds.) *Handbook of Qualitative Research Methods in Entrepreneurship*. Cheltenham, UK and Northampton, MA, USA: Edward Elgar, pp.434-459
- Spradley, J.P. (1980) Participant Observation. New York: Holt, Rinehart and Winston
- Suddaby, R. (2006). From the Editors: What Grounded Theory is Not, *Academy of Management Journal*, vol. 49 (4), 633-642.
- Weitzman E. 2000. Software and Qualitative Research, in Denzin and Lincoln (Eds) Handbook of Qualitative Research, Thousand Oaks, Sage, PP: 803-820.
- Weller, S. and Romney, K. 1988. Systematic Data Collection, Qualitative research methods series 10, Thousand Oaks, Sage.
- Wigren, C. (2007) Assessing the quality of qualitative research in entrepreneurship. In Neergaard, H. and Parm Ulhoi (eds.) *Handbook of Qualitative Research Methods in Entrepreneurship*. Cheltenham, UK and Northampton, MA,