

Qualitative Data Analysis (QDA)

Technical University Munich

TUM School of Management

Postgraduate Seminar

Summer term 2018

Instructors

Prof. Dr. Frank-Martin Belz, Technical University Munich (TUM School of Management)

Prof. Dr. Jeffrey York, University of Colorado (Leeds School of Business)

Seminar Objectives

Upon the successful completion of the postgraduate QDA seminar participants will be able to:

1. Analyze qualitative data
2. Generalize and theorize about qualitative data
3. Write qualitative research for publication in leading, international journals.

The seminar objectives and the letter of participation will be achieved by: attending and participating actively in class; reading and discussing the assigned materials; and writing memos.

Target Groups

The QDA seminar is targeted at postgraduate students (PhD and post doc researchers), who employ qualitative research designs and methods. The prior participation of the postgraduate seminar “Qualitative Research” offered by Prof. Dr. Frank-Martin Belz during the winter term is highly recommended. We assume that you are familiar with the nature, designs and methods of qualitative research.

Registration

If you want to attend and participate in the postgraduate QDA seminar, write an email to: Frank.Belz@tum.de. The registration deadline is the 27th of August 2018. Prof. Dr. Frank-Martin Belz will confirm your registration and grant access to the required readings.

Format

The format of the QDA seminar is very interactive in nature, including group exercises, role plays, open plenum discussions, direct talks with and feedback by the instructors.

Schedule

Day	Time	Contents
03.09.2018	09:00-12:30	Welcome and Round of Introduction Session 1: Qualitative Research Revisited – Theoretical, Epistemological, Ontological and Methodological Assumptions
03.09.2018	13:30-17:30	Session 2: Qualitative Research Papers – Role play authors, reviewers and editors
04.09.2018	09:00-12:30	Session 3: Qualitative Data Analysis – Theory, Tools and Techniques
04.09.2018	13:30-17:30	Session 4: Qualitative Data Analysis – One-to-One Feedback
05.09.2018	09:00-12:30	Session 5: Qualitative Research – (Re) Writing and (Re) Submitting
05.09.2018	13:30-17:30	Session 6: Qualitative Research – Open Questions, Challenges and How to Overcome Them

Location

The postgraduate QDA seminar will take place at the TUM School of Management, Arcisstrasse 21, 80333 München (seminar room number 3539).

Session 1: Qualitative Research Revisited – Theoretical, Epistemological, Ontological and Methodological Assumptions

In the first session we will shortly revisit basic assumptions of qualitative research, and relate it to your own study. If you have already attended the postgraduate seminar on qualitative research, make sure to reread the following theory and method articles. If you have not attended the seminar yet, make sure to read them in depth.

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

Locke K, Golden-Biddle K. (1997): Constructing Opportunities for Contribution: Structuring Intertextual Coherence and “Problematizing” in Organizational studies. *Academy of Management Journal* 40(5): 1023-1062.

Miles, M.B., Huberman, A.M., & Saldana, J. (2014): *Qualitative Data Analysis. A Methods Sourcebook*, 3rd ed., Sage: Thousands Oaks, pp. 1-54 (chapters 1&2).

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, pp. 143-160 (chapter 5).

Memo 1: What are the theoretical goals of your qualitative study? What kind of ontological and epistemological assumptions do you make in your research? Which qualitative research design do you employ?

Session 2: Qualitative Research Papers – Role-play authors, reviewers and editors

In the second 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.

Grimes, M. (2018). The pivot: how founders respond to feedback through idea and identity work. *Academy of Management Journal* (forthcoming).

Lepoutre, J.M.W.N., Valente, M. 2012. Fools Breaking Out: The Role of Symbolic and Material Immunity in Explaining Institutional Non-Conformity. *Academy of Management Journal*, 55(2): 285-313.

O'Neil, I., Ucbasaran, D. 2016. Balancing “what matters to me” with “what matters to them”: Exploring the legitimation process of environmental entrepreneurs. *Journal of Business Venturing*, 31(2): 133-152.

Memo 2: 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 3: Qualitative Data Analysis – Theory, Tools and Techniques

The third session is one of the core elements of the postgraduate QDA seminar. Here we will become familiar with the fit between theory and methods. Furthermore, we will discuss and employ tools and techniques of qualitative data analysis.

Campbell, J.L., Quincy, C., Osserman, J., & Pedersen, O.K. (2013): Coding In-depth Semistructured Interviews: Problems of Unitization and Intercoder Reliability and Agreement. *Sociological Methods & Research*, 42(3): 294-320.

Gehman, J., Glaser V.L., Eisenhardt, K.M., Gioia, D., Langley, A., Corley, K.G. (2018): Finding Theory–Method Fit: A Comparison of Three Qualitative Approaches to Theory Building. *Journal of Management Inquiry* 27(3): 284-300.

Gioia, D.A., Corley, K.G., & Hamilton, A.L. (2013). Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15- 31.

Miles, M.B., Huberman, A.M., & Saldana, J. (2014): *Qualitative Data Analysis. A Methods Sourcebook*, 3rd ed., Sage: Thousands Oaks, pp. 69-119 and 161-220 (chapters 4-5 and 7-8).

Memo 3: How do you code your data? Describe in a short paragraph. What kind of methods of qualitative data analysis do you employ? List them and explain, how and why you employ them. Do you use the Gioia method? Why? Why not? Give a brief answer.

Session 4: Qualitative Data Analysis – Feedback

In the fourth session the two instructors and your fellow researchers will provide you feedback on your own qualitative research project.

Memo 4: As a starting point and basis of further discussion prepare a short summary of your qualitative research project (1 page as a handout), including: title and name; starting point/problem; theoretical aim; research design; methods of data collection; methods of data analysis; most interesting finding; and open questions.

Session 5: Qualitative Research – (Re) Writing and (Re) Submission

Bansal, P., Corley, K. (2012): *Publishing in AMJ – Part 7: What’s Different About Qualitative Research?* Academy of Management Journal, 55(3): 509-513.

Pratt, M.E. (2009): The Lack of a Boilerplate: Tips on Writing Up (and Reviewing) Qualitative Research. *Academy of Management Journal*, 52(5): 856-862.

York J.G., Hargrave, T.J., Pacheco, D.F. 2016. Converging winds: Logic hybridization in the Colorado wind energy field. *Academy of Management Journal*, 59(2): 579-610.

Memo 5: What do you anticipate will be your greatest challenges with publishing your qualitative research? What challenges have you faced in the past in publishing such work (if any)? Outline your goals for the coming year regarding: 1) writing, 2) submitting, 3) revising, and 4) publishing.

Session 6: Qualitative Research – Open Questions, Challenges and How to Overcome Them

Golden-Biddle, K., Locke, K. 2007. *Composing Qualitative Research*. Sage, London, U.K. Please read Introduction, Chapter 1, Chapter 5, and Concluding Comments (or optionally, just read the whole book as it is quite excellent).

Memo 6: What questions do you have about qualitative research, getting a job as a qualitative researcher, or academic life more broadly that you are afraid to ask? Write up at least three for the instructors to respond to anonymously. We will randomly use these questions for an honest and open discussion without identifying the submitter of each.

Instructors' profiles

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. Between 1991 and 1995 he attended the graduate school at the University of St. Gallen and wrote his PhD thesis on "Ecology and Competitiveness in the Food Industry" doing extensive field research and conducting multiple case studies. Between 1996 and 2002 he was assistant and associate professor at the University of St. Gallen. In 2003 he was appointed as full professor at the newly founded TUM School of Management. Frank-Martin Belz likes conducting and teaching qualitative research. Over the last 25 years he conducted and supervised numerous studies employing various qualitative research designs and methods. He dedicates his research and teaching on sustainable entrepreneurship.

Jeffrey G. York is an Associate Professor of Strategy and Entrepreneurship, Research Director for the Deming Center for Entrepreneurship, and Shane Faculty Scholar at the University of Colorado, Boulder. He received his PhD from the Darden School of Business at the University of Virginia. Professor York's teaching and research are focused on environmental entrepreneurship, the simultaneous creation of ecological and economic goods. He is interested in how and why entrepreneurs create new products, services, and industries that reduce environmental degradation. He teaches classes in business planning, entrepreneurial thinking and environmental ventures at the undergraduate, MBA and PhD levels. Professor York has published research in journals such as the *Academy of Management Journal*, *Academy of Management Review*, *Journal of Business Venturing*, *Organization Science*, and *Strategic Management Journal*. He serves as a Field Editor for the *Journal of Business Venturing* and on the editorial boards of the *Academy of Management Journal*, *Entrepreneurship Theory & Practice*, and *Strategic Entrepreneurship Journal*.

9th of August 2018