



UNIVERSITÀ
di **VERONA**

Dipartimento
di **ECONOMIA AZIENDALE**

INTRODUCTION IN QUALITATIVE METHODOLOGIES IN MANAGEMENT STUDIES

April 13 – 14, 2021 from 9:00 to 14:00
University of Verona, Department of Management
Santa Marta, Via Cantarane 24, Verona, Italy

Program

The role of qualitative research in the scientific research cycle.

Main steps of qualitative research.

Case study

Triangulation

Interviewing

Focus groups

Coding and content analysis

Some possible use of case studies: critical studies, inductive studies, narratives.

Analysis of exemplary papers.

Exercises (application of the concepts to the PhD students' ongoing research).

Teaching

Francesca Ricciardi, University of Turin; Sara Moggi, University of Verona

Coordinator

Cecilia Rossignoli, University of Verona



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May 12 - 13, 2021

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Program

Seminar 1 (May 12, 2021 – 10:00-13:00; 14:00-16:00)

“Pitch your research project”

Would you be able to present your research project with full details to your supervisor or a potential funding body in less than 15 minutes? Pitching a research project (Faff, 2015) is key to improve your research and obtain feedback from your academic peers. In this seminar you will learn how to condense your project in a two-page pitch and how to apply this approach to all your future projects, no matter which discipline or methodology.

Seminar 2 (May 13, 2021 – 10:00-13:00; 14:00-16:00)

“Netnography”

The online world offers exciting new research frontiers for management and accounting studies. The internet provides a rich and widely accessible dataset. As a result, human behavior in many context and business models and ventures can be observed by studying blogs, online forums, and user reviews. Netnography is a virtual ethnography (Kozinets, 2002) that has emerged as a new methodological qualitative approach in management studies. This seminar will provide an overview of this methodology and explore its potential within management research.

Teaching

Prof. Giulia Leoni, University of Genoa