
SYLLABUS

Course title: QUALITATIVE & MIXED-METHODS RESEARCH

Course coordinator and main instructor: Prof. Déborah Philippe (deborah.philippe@unil.ch)

Additional Instructor: Prof. Jeffrey Petty (Jeffrey.petty@unil.ch)

Semester: Fall 2023

Timetable:

- (1) Monday September 25th (14:00-17:00) – Extranef 109
- (2) Monday October 9th (14:00-17:00) – Extranef 109
- (3) Thursday October 19th (15:30-18:30) – Extranef 125
- (4) Monday November 6th (14:00-17:00) – Extranef 109
- (5) Monday November 20th (14:00-17:00) – Zoom
- (6) Monday December 4th (14:00-17:00) – Extranef 109
- (7) Monday December 18th (14:00-17:00) – Extranef 109

COURSE OVERVIEW

This course aims at offering an introduction to qualitative and mixed research methods. It is designed for doctoral students who are interested in pursuing qualitative or mixed-methods research projects as well as those who plan on mobilizing qualitative methods more marginally in their research.

The course will help participants acquire the necessary skills to design, execute, report, and review qualitative and mixed-methods research in management. Students will gain knowledge of the foundations of these research methods and of the considerations that are embedded in the design of projects using such methods.

COURSE MATERIAL

You will be expected to come prepared to all sessions, which means that you must read the assigned articles before class, unless indicated otherwise. These assigned readings will be a mix of theoretical/methodological pieces (e.g., editorials, book chapters) and illustrative empirical studies. You will also find in this syllabus suggestions for additional readings should you wish to further explore what will be discussed in class. These additional readings are not part of the mandatory preparation.

ASSIGNMENT

Your assignment for this course is to write an individual proposal (15 pages double-spaced, excluding the cover page and references) for a qualitative or mixed-methods research design. I advise you to select a topic that is relevant for your PhD dissertation.

In this proposal, you will be expected to:

- Present your research question and provide a theoretical frame for it (i.e., situate it in the relevant literature)

- Develop a research design suitable to investigate this question, specifically detailing how the data will be collected and analyzed
- Discuss expected or actual findings and contributions

Your assignment will be due on **January 15, 2024**, by email at deborah.philippe@unil.ch.

Evaluation criteria for this assignment will be discussed during the 1st session of the course.

Participants will earn 3 credits for the course.

RETAKE ASSIGNMENT

You will be asked to revise your written research proposal and resubmit an improved version.

SESSION 1 - INTRODUCTION TO QUALITATIVE AND MIXED-METHODS RESEARCH

(Prof. Déborah PHILIPPE)

Topics

- Research paradigms and approaches in qualitative research
- Characteristics of qualitative research
- Using qualitative research (when and how to use qualitative research)
- Ethical considerations

Please read before class

Bansal, P. & Corley, K. 2011. From the editors: The coming of age for qualitative research: Embracing the diversity of qualitative methods. *Academy of Management Journal*, 54, 233-237.

Meriam, S.B. 2002. Introduction to Qualitative Research. *Qualitative Research in Practice: Examples for discussion and analysis*, 1, 1-17.

Fournier, S. 1998. Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24, 343-373

Goulding, C., Shankar, A., Elliott, R., & Canniford, R. 2009. The marketplace management of illicit pleasure. *Journal of Consumer Research*, 35, 759-771

Maitlis, S. 2005. The social processes of organizational sensemaking. *Academy of Management Journal*, 48, 21-49

Whiteman, G. & Cooper, W. 2011. Ecological sensemaking. *Academy of Management Journal*, 54, 889-911

Additional readings

Arnould, E. J. and Thompson, C.J. (2005), "Consumer Culture Theory (CCT): Twenty Years of Research," *Journal of Consumer Research*, 31, (March), 868-82.

Burrell, G. and Morgan, G. 1979. *Sociological Paradigms and Organisational Analysis*, Heinemann, London.

Crotty, M. 1998. *The Foundations of Social Research: Meaning and Perspective in the Research Process*, Allen & Unwin. Denzin, N.K. and Lincoln, Y.S. (eds.). 2005. *The Sage Handbook of Qualitative Research*,

Gephart, R. P. Jr. 2004. Qualitative Research and the Academy of Management Journal. *Academy of Management Journal*, 47, 454-462.

Miles, M.B. and Huberman, A.M. 1994. *Qualitative Data Analysis: An Expanded Sourcebook*, 2nd ed.,

Sage Publications, Newbury Park, CA.

Myers, M.D. 2009. *Qualitative Research in Business & Management*. Sage Publications, London,

Prasad, P. 2005. *Crafting Qualitative Research: Working in the Postpositivist Traditions*. M.E. Sharpe, New York.

SESSION 2 – COLLECTING AND ORGANIZING DATA

(Prof. Déborah PHILIPPE)

Topics

- Qualitative or mixed-methods research designs
- Sources and methods for data collection (e.g., interviews, observation, archival searches, case studies ...)
- Methods for data preparation and organization

Read before class

Miles, M, Huberman, A., & Saldaña, J. 2014. Research Design and Management. *Qualitative Data Analysis: A methods sourcebook*, 3rd edition, 17-54

Croidieu, G., & Kim, P. H. 2018. Labor of love: Amateurs and lay-expertise legitimation in the early US radio field. *Administrative Science Quarterly*, 63(1), 1-42.

Gioia, D. A., & Thomas, J. B. 1996. Identity, image, and issue interpretation: Sensemaking during strategic change in academia. *Administrative Science Quarterly*, 370-403.

Boje, D. M. 1991. The storytelling organization: A study of story performance in an office-supply firm. *Administrative Science Quarterly*, 106-126.

Additional readings

Guest, G., Namey, E. E., & Mitchell, M. L. 2013. *Collecting qualitative data: A field manual for applied research*. Sage.

SESSION 3 – ANALYZING QUALITATIVE DATA

(Prof. Jeffrey PETTY)

Topics

- Managing the analysis process
- Challenges and pitfalls of qualitative analysis
- Addressing reliability and validity

Read before class

Fereday, J., & Muir-Cochrane, E. 2006. Demonstrating rigor using thematic analysis: A hybrid approach of inductive and deductive coding and theme development. *International Journal of Qualitative Methods*, 5(1), 80-92.

Iurchenko, D., Petty, J.S., & Block, J. 2022. Responding to the Crowd: How Online Investor-Entrepreneur Discussions Inform Equity Crowdfunding Decisions. *Journal of Small Business Management*, DOI: 10.1080/00472778.2022.2026951

Miles, M. B. 1979. Qualitative data as an attractive nuisance: The problem of analysis. *Administrative*

Science Quarterly, 24(4), 590-601.

O'Connor, C. and Joffe, H., 2020. Intercoder reliability in qualitative research: debates and practical guidelines. *International Journal of Qualitative Methods*, 19, 1-13.

Additional readings

Altheide, D. L., & Johnson, J. M. 1998. Criteria for assessing interpretive validity in qualitative research. In Denzin, N. K., & Lincoln, Y. S. (Eds.) *Collecting and Interpreting Qualitative Materials*, 283-312.

Holsti, O. R. 1969. *Content analysis for the social sciences and humanities*. Reading, Mass. Addison-Wesley Publishing.

Jick, T. D. 1979. Mixing qualitative and quantitative methods: Triangulation in action. *Administrative Science Quarterly*, 24, 602-611.

Roberts, C. W. 1997. *Text analysis for the social sciences: Methods for drawing statistical inferences from texts and transcripts*. Lawrence Erlbaum Associates.

Spradley, J. P. 1979. *The Ethnographic Interview*. New York: Holt, Rinehart & Winston.

Suddaby, R. 2006. From the editors: What grounded theory is not. *Academy of Management Journal*, 49(4), 633-642.

SESSION 4 – THEORIZING FROM QUALITATIVE DATA

(Prof. Déborah PHILIPPE)

Topics

- Developing a theoretical contribution

Read before class

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.

Langley, A. 1999. Strategies for theorizing from process data. *Academy of Management review*, 24(4), 691-710.

Langley, A., & Ravasi, D. 2019. Visual artifacts as tools for analysis and theorizing. In *The production of managerial knowledge and organizational theory: New approaches to writing, producing and consuming theory*. Emerald Publishing Limited.

Dalpiatz, E., Rindova, V., Ravasi D. 2016. Combining logics to transform organizational agency: Blending industry and art at Alessi, *Administrative Science Quarterly*, 61(3), 347-392

Feix, A., & Philippe, D. 2020. Unpacking the narrative decontestation of CSR: Aspiration for change or defense of the status quo? *Business & Society*, 59(1), 129-174.

SESSIONS 5 - ONE-ON-ONE TUTORIAL ON RESEARCH PROPOSAL

(Prof. Déborah PHILIPPE)

Topics

- Discussion on your research proposal

Preparation for class

Please prepare an outline of your research proposal and questions you wish to discuss with me.

SESSION 6 - WRITING AND REVIEWING QUALITATIVE RESEARCH

(Prof. Déborah PHILIPPE)

Topics

- Writing qualitative research
- Reviewing qualitative papers

Preparation for class

Please read the paper that I will assign before the session and come prepared to discuss its strengths, weaknesses, and provide suggestions for improvement/development.

Read before class

Fischer, E., Gopaldas, A., & Scarabato, D. 2017. Why papers are rejected and how to get yours accepted. *Qualitative Market Research*, 20: 60-67.

Pratt, M. G. 2009. For the Lack of A Boilerplate: Tips on Writing up (and Reviewing) Qualitative Research. *Academy of Management Journal*, 52, 856-862.

Pratt MG, Kaplan S, & Whittington R. 2020. Editorial Essay: The Tumult over Transparency: Decoupling Transparency from Replication in Establishing Trustworthy Qualitative Research. *Administrative Science Quarterly*, 65(1),1-19. doi:[10.1177/0001839219887663](https://doi.org/10.1177/0001839219887663)

Tourish, D. 2020. The triumph of nonsense in management studies. *Academy of Management Learning and Education*, 19, 99-109.

SESSION 7 – PROPOSAL PRESENTATIONS

(Prof. Déborah PHILIPPE)

Preparation for class

The requirements for the oral presentation will be discussed during the first session.