

DOING QUALITATIVE RESEARCH:

Workshop by Paula Jarzabkowski

The logo for BI (Birkbeck Institute) is a dark blue square containing the letters 'BI' in white, bold, sans-serif font.

PROGRAM OVERVIEW

The aim of this workshop is to be very interactive and hands-on in exposing how to do qualitative research. There will be a mix of taught, round table and presentation sessions. Every taught session will be accompanied by very practical examples from Paula Jarzabkowski's own research studies, including extracts of her raw data and analysis. Participants are encouraged to question and engage with Paula during these sessions. The round table debates and presentation sessions are for participants to discuss the challenges they are experiencing in their own research, and to gain feedback from colleagues, including a distinguished scholar as Paula Jarzabkowski proved to be.

Date: January 10-12, 2011

Where: BI Norwegian School of Management,
Nydalsveien 37, Oslo

PROGRAM

DAY 1: JANUARY 10

- 09:00 – 10:30** Taught Session #1 (Designing a qualitative research study)
- 10:45 – 12:00** Taught Session #2 (Working with different data sources)
- 13:15 – 14:45** Round-table session #1 (Individual research projects)
- 15:00 – 16:30** Presentation Session #1 (Individual research presentations)

DAY 2: JANUARY 11

- 09:00 – 10:30** Taught Session #3 (Longitudinal qualitative research)
- 10:45 – 12:15** Taught Session #4 (Analyzing qualitative data)
- 13:15 – 14:45** Round-table session #2 (Individual research projects)
- 15:00 – 16:30** Presentation Session #2 (Individual longitudinal research presentations)

DAY 3: JANUARY 12

- 09:00 – 10:30** Taught Session # 5 (Studying strategy-as-practice)
- 10:45 – 12:00** Taught Session #6 (Your questions)
- 13:00 – 14.30** Taught Session #7 (Example of Publishing qualitative research)
- 14:45 – 16:15** Taught Session #8 (Tactics for Publishing qualitative research)

REGISTRATION:

Participation in the workshop is free of charge. As the number of workshop participants is limited, registration will be based on the “first-come first-served” basis. We invite highly committed PhD students and faculty from BI and other academic establishments to register to the workshop by sending an email to BI Doctoral Study Administration (phd@bi.no). The deadline for registration is December 15, 2010 12:00. A contact person for further inquiries is Ieva Martinkenaite (ieva.martinkenaite-pujanauskiene@bi.no; +4746410838)

COURSE LEADER: PAULA JARZABKOWSKI

Paula Jarzabkowski is a Professor of Strategic Management at Aston Business School and an Advanced Institute of Management (AIM) Ghoshal Fellow. She is an expert in qualitative methods, having conducted several qualitative studies in private and public organizations, using a range of qualitative methods, including cross-sectional and longitudinal case studies, and drawing on multiple qualitative data sources including interviews, observation, ethnographic techniques and documentary and archival sources. Her most recent completed project was a major 2-year longitudinal qualitative research project on strategy implementation in pluralistic contexts funded by the Advanced Institute of Management and Economic and Social Research Council of the UK. For that study she used audio-ethnographic techniques. Currently, she is conducting a two-year industry and government-funded comparative ethnography of reinsurance trading processes in the London, Bermuda and European markets. In this study she is making use of audio and video-ethnographic techniques. A distinctive aspect of Professor Jarzabkowski’s work is the rigour of analysis and her use of empirical data to make contributions to theory, as evidenced by her publications in leading academic journals, including *Academy of Management Journal*, *Journal of Management Studies* and *Organization Studies*. Professor Jarzabkowski will bring her expertise in conducting, analyzing and publishing qualitative studies to this course.