

## Victoria Management School Research Seminar & Workshop Friday 16th April

### Using Leximancer for Qualitative Research

Dr Martie-Louise Verreyne, University of Queensland Business School

**Seminar: 11am-12pm, Board Room, 12th Floor Rutherford House**  
**Human resource strategy in small Australian firms:  
a multilevel analysis**

The performance of small firms rests largely on the ability to implement effective processes to capture the resources and capabilities of available human capital. In this exploratory study, we use the perspectives of employees and managers from 50 small Australian firms to build a more complete and nuanced view of the interaction of resources and capabilities in supporting performance. Specifically, we use the voice and perspective of employees to articulate what they saw as drivers for their firm's performance. Analysis using Leximancer identified concepts and subsequently linked these into themes that enabled a comparison between the views of employees in higher and lower performing firms. Our results show that higher performing firms had more highly rated people management processes, characteristics of high performance work systems (HPWS), and that voice and participation are critical elements of this mix. Implications for managers are discussed.

**Workshop: 1.30-3.00pm, Board Room, 12th Floor Rutherford House**  
**Leximancer for qualitative research**

Leximancer is text analytic software designed for analysing the conceptual content of natural language text data. The programme analyses text and displays the extracted information visually, in the form of a 'concept map'. The concept map displays the main concepts in the text data, and depicts the relationships among concepts. Using the concept map, the user can develop hypotheses and perform a directed search of the text. In this way, Leximancer illustrates the conceptual structure of the texts. This workshop aims to introduce Leximancer software and provides a brief overview of the approach used by the software. Examples of the use of Leximancer by VMS students and staff will also be presented. This workshop is relevant to all academic and industry qualitative researchers.

**About the presenter**

*Martie-Louise Verreyne is a Senior Lecturer in Strategy at the University of Queensland Business School in Brisbane, Australia. She holds a PhD in Strategic Management from Massey University in New Zealand and has worked at universities in Australia, New Zealand and South Africa. In the past she has assisted a number of firms with strategic and marketing planning, specifically high tech firms preparing for Venture Capital Investment. She has an ongoing working relationship with the companies and Executive at the iLab Technology Incubation Centre within the Brisbane Technology Park. She also facilitates the Commercialisation in Practice course in association UniQuest (UQ's main commercialisation company).*

*Based on her research into strategy and entrepreneurial practices of firms in both the private and public sector, she has presented numerous papers at national and international conferences, and has written several book chapters and articles in leading journals. Martie-Louise has also received various awards and grants, including three best paper awards in the strategy and public sector areas in four years from the Australian and New Zealand Academy of Management. She is currently leading the Australian part of an international study on small firm growth with partner organisations in the UK (Cambridge University) and New Zealand (Auckland University). She also maintains an active research program on corporate entrepreneurship in the public and non-profit sectors.*

For further information about the VMS Research Seminar Series please contact:  
[sarah.proctor-thomson@vuw.ac.nz](mailto:sarah.proctor-thomson@vuw.ac.nz), tel:(04) 463 9982