Abstract

How do I craft my research in a rigorous and persuasive way? This question is often asked by researchers working in the field of qualitative research – especially if they are interested in using non-positivist approaches to research such as narrative, discourse, semiotic, and ethnographic–based methods. We will explore the issues and methodological possibilities involved in working from a qualitative perspective, focusing on a range of qualitative research methods and the different forms of research design, theorizing and writing associated with each. The seminar will be based on a 2011 paper in Organizational Research Methods in which I argue that we can craft persuasive and credible research accounts if we are clear about how our metatheoretical perspectives influence our research strategy. The workshop is for anyone who wishes to explore the question, especially in relation to their own research.


Presenter

Ann L. Cunliffe is Professor of Management at the University of New Mexico, USA and Visiting Professor at the Universities of Leeds, Strathclyde and Hull, UK. Her recent publications include the book A Very Short, Fairly Interesting and Reasonably Cheap Book about Management (2009), and articles in Organizational Research Methods, the Journal of Management Inquiry. Her research interests centre around bringing a philosophical lens into management and organization theory; examining the implications of reflexivity for teaching, research and management; and qualitative research methods. She is currently Editor-in-Chief of Management Learning and organizes the biennial Qualitative Research in Management and Organization Conference.