



UNIL | Université de Lausanne

HEC Lausanne

QUALITATIVE AND MIXED-METHODS RESEARCH

PhD course

2020/2021

Course coordinator

Professor Déborah Philippe

Additional teaching staff

Professors John Antonakis, Jeffrey Petty and Guido Palazzo

Course sessions:

- (1) Wed. Sept 30 (9h-12h30) – Anthropole 2106
- (2) Frid. Oct 9th (9h-11h30) – Internef 232
- (3) Frid. Oct 16th (13h30-15h30) – Internef 232
- (4) Frid. Oct 30th (13h30-15h30) – Internef 232
- (5) Frid. Nov 6th (13h30-15h30) – Internef 232
- (6) Frid. Nov 20th (13h30-15h30) – Internef 232
- (7) Frid. Dec 4th (9h-11h30) – Internef 232
- (8) Mond. Dec 14th (14h-17h) – Extranef 109

Course overview

This course is designed for doctoral students who are interested in pursuing qualitative or mixed-methods research projects and will help them acquire the necessary skills to design, execute, and report 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. 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, exclude the cover page and references) for a qualitative or mixed-methods research design. We 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, 2021 to Professor Déborah Philippe. Evaluation criteria for this assignment will be discussed during the 1st session. Participants will earn 3 credits for the course.

SESSION 1 - INTRODUCTION TO QUALITATIVE RESEARCH (QR)

Prof. Déborah PHILIPPE

Topics

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

Read before class

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., and 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. and 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.

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.

SESSION 2 - SAMPLING

Prof. John ANTONAKIS

Topics

- Sampling in QR
- Limitations of purposive sampling
- Improving inference by sampling scientifically

Read before class

Denrell, J. 2005. Selection bias and the perils of benchmarking. *Harvard Business Review*, 83(4): 114-199.

Eisenhardt, K. M. & Graebner, M. E. 2007. Theory building from cases: Opportunities and challenges. *Academy of Management Journal*, 50(1): 25-32.

Chapter 3 in Geddes, B. 2003. *Paradigms and sand castles: Theory building and research design in comparative politics*. Ann Arbor: University of Michigan Press.

Additional readings

Dawes, R. M., Faust, D., & Meehl, P. E. 1989. Clinical versus Actuarial Judgment. *Science*, 243: 1668-1674.

Denrell, J. 2003. Vicarious learning, undersampling of failure, and the myths of management. *Organization Science*, 14(3): 227-243.

Geddes, B. 2003. *Paradigms and sand castles: Theory building and research design in comparative politics*. Ann Arbor: University of Michigan Press.

Hastie, R. & Dawes, R. M. 2001. Rational choice in an uncertain world: *The psychology of judgment and decision making*. Thousand Oaks, Calif.: Sage.

SESSION 3 - CODING QUALITATIVE DATA (1)

Prof. Jeffrey PETTY

Topics

- The data coding process
- Identifying themes and theme development
- The need for and benefits of triangulation

Read before class

Elo, S., & Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62(1), 107-115.

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.

Guler, I. (2007). Throwing good money after bad? Political and institutional influences on sequential decision making in the venture capital industry. *Administrative science quarterly*, 52(2), 248-285.

Hsieh, H. F. & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative Health Research*, 15(9), 1277-1288.

Additional readings

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.

SESSION 4 - CODING QUALITATIVE DATA (2)

Prof. Jeffrey PETTY

Topics

- Managing the data and the process
- Establishing validity and reliability
- Limitations and pitfalls of qualitative coding

Preparation for class

Please read Petty & Gruber (2011) and come to class prepared to discuss the data, analysis, and findings (Sections 3 & 4). As a reviewer, what questions or concerns would you have?

Read before class

Miles, M. B. (1979). Qualitative data as an attractive nuisance: The problem of analysis. *Administrative Science Quarterly*, 24(4), 590-601.

Petty, J. S., & Gruber, M. (2011). "In pursuit of the real deal": A longitudinal study of VC decision making. *Journal of Business Venturing*, 26(2), 172-188.

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

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.

Cohen, J. 1960. A coefficient of agreement for nominal scales. *Educational and Psychological Measurement*, 20: 37-46.

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

SESSIONS 5 & 6 - THEORIZING FROM QUALITATIVE DATA

Prof. Guido PALAZZO

Topics

- From ideas to data and from there back to ideas
- Making a theoretical contribution
- Writing a qualitative paper for the *Academy of Management Journal*

Preparation for class

For session 6: Please read Vaccaro/Palazzo (2015) and prepare to discuss the article from a methodological perspective (overall structure of the narrative, work with data, data-theory connection, 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.

Reinecke, J., Arnold, D. & Palazzo, G. 2016. Qualitative Methods in Business Ethics, Corporate Responsibility and Sustainability Research. *Business Ethics Quarterly* (forthcoming).

Vaccaro, A., & Palazzo, G. 2015. Values Against Violence: Institutional Change in Societies Dominated by Organized Crime. *Academy of Management Journal*, 58(4): 1075–1101.

SESSION 7 - PUBLISHING QUALITATIVE RESEARCH

Prof. John ANTONAKIS

Topics

- Reporting reliable and trustworthy qualitative research
- Getting through the publication gate: Sample right, tell a story, and do science.

Preparation for class

First, read the two articles below for class (i.e., Antonakis et al., 2014; Gerring & McDermott, 2007). Then chose any article you wish, in your area of research, that has used a qualitative design. Prepare to discuss this article in front of the class with respect to the following: (a) give a brief overview of the article, (b) discuss critical shortfalls of the article with respect to sampling, coding, making theoretical inferences or causal deductions, and (c) make suggestions for how this article could have been improved.

Read before class

Read only: (a) pp. 159 (from section “Reliability of coding”) to 165 (End of section “Robustness checks) and results regarding Figure 2, and (b) 5 Discussion focusing particularly on what we say about qualitative research: Antonakis, J., Bastardo, N., Liu, Y., & Schriesheim, C. A. 2014. What makes articles highly cited? *The Leadership Quarterly*, 25(1): 152-179.

Gerring, J. & McDermott, R. 2007. An experimental template for case study research. *American Journal of Political Science*, 51(3): 688-701.

Wright, P. M. (2017). Making great theories. *Journal of Management Studies*, 54(3), 384-390.

Additional readings

Antonakis, J. (2017). On doing better science: From thrill of discovery to policy implications. *The Leadership Quarterly*, 28(1), 5-21.

Diamond, J. M. & Robinson, J. A. 2010. *Natural experiments of history*. Cambridge, Mass.: Belknap Press of Harvard University Press.

King, G., Keohane, R. O., & Verba, S. 1994. *Designing social inquiry: Scientific inference in qualitative research*. Princeton, N.J.: Princeton University Press.

Patton, M. Q. 2002. *Qualitative research and evaluation methods* (3 ed.). Thousand Oaks, Calif.: Sage Publications.

SESSION 8 – PROPOSAL PRESENTATIONS

Prof. Déborah PHILIPPE

Preparation for class

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