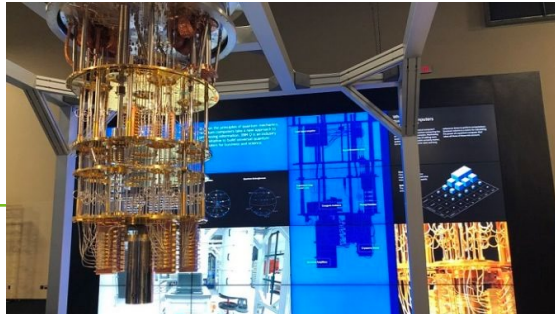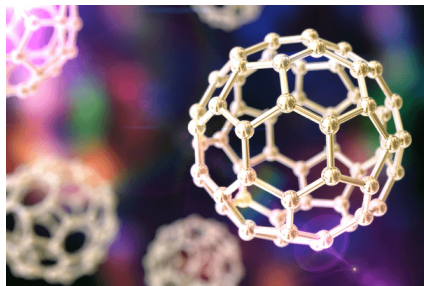# Paper development workshop: Qualitative research

January 26, 2023
Prof. Nina Granqvist

Who am I?

- **Nina Granqvist, Professor of Management**
- **Research addressing the emergence of novelty in market and fields, and tracing the transition of technologies and ideas from margins to mainstream**

Agenda of the day

- **Course and participant introductions, group discussion**
- ***Break***
- **Class discussion on writing qualitative papers**
- **Nina on writing qualitative papers**
- **Q&A**

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Meetings

On Fridays from 9-16 (end time tbc.), on the following days:

Fri 26.1. at 9-12   Introductions, and characteristics of qualitative empirical research

Fri 9.2. at 9-16:   Presenting empirical analyses and considering "what is this a case of"?

Fri 12.4. at 9-16: Theorizing from the empirical data

Fri 30.5. at 9-16: Presenting and discussing your full papers

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Course work and deliverables

- **Pass/ fail**

- **Presence and <u>active participation</u> in the workshop sessions**

- **<u>Continuous development of the paper</u> and presenting and discussing the next versions in the sessions 2-4**

- **Providing <u>written feedback</u> for others after sessions 2 and 3**

- **After the last workshop session, provide extensive written <u>reviews</u> for full papers**

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Learning goals

- **Understanding different styles of and approaches to qualitative research**

- **Engaging with the craft and process of writing qualitative papers**

  - Conducting data analyses

  - Theorizing from the data

  - Integrating all the parts into a coherent whole

- **Giving and receiving feedback on papers, and writing reviews**

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Participants

Lin Chen	**Organization & Management**
Karelia Dagnaud	**Organization & Management (course assistant)**
Emilia Eräpolku	**International Business**
Xiaoqi Feng	**Water and Environmental Engineering**
Thomas Hoeger	**Entrepreneurship**
Kyu Lee	**Entrepreneurship**
Jori Mäkkeli	**Organization & Management**
Johanna Niskavaara	**International Business**
Elizaveta Sakhnovskaia	**Marketing**
Hanne Savolainen	**International Business**
Claire Shaw	**Organization & Management**
Anna-Riikka Smolander	**International Business**

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Introductions

Please, tell about your empirical paper project, about 3 minutes, for example

- **What do you study?**

- **What is your data like?**

- **Do you have some initial observations based on the data? What are they?**

- **What literature(s) you might be using?**

- **What is our goal for this spring with regards to this paper project?**

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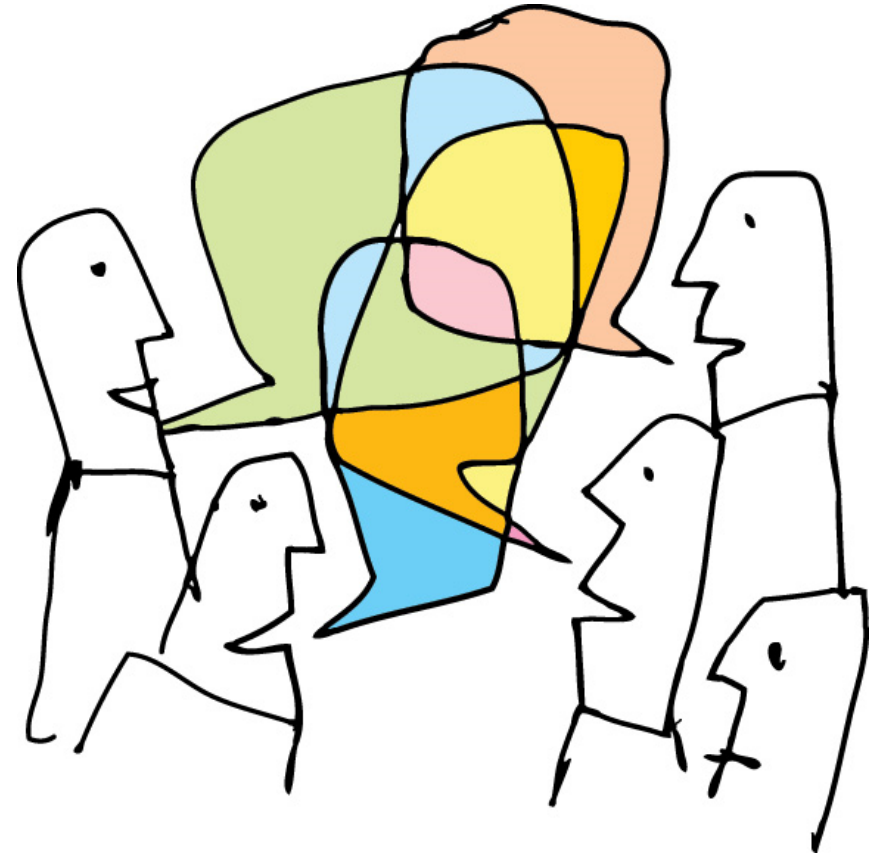School of Business

Coffee break

Let's discuss the readings

What are the key characteristics of qualitative empirical papers? Your main takeaways.

Discuss in groups for 20 minutes.

Then let's discuss in further depth some points together.

Groups

Lin Chen

Emilia Eräpolku

Elizaveta Sakhnovskaia

Claire Shaw

Kyu Lee

Jori Mäkkeli

Johanna Niskavaara

Anna-Riikka Smolander
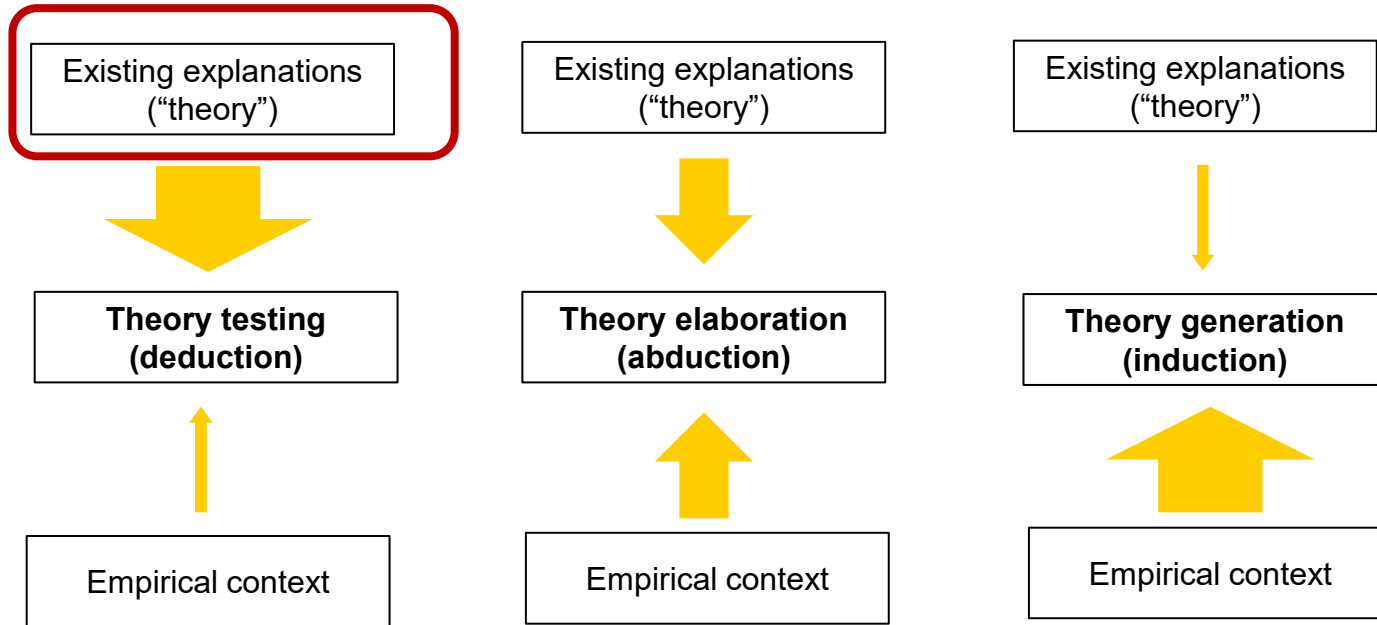
Karelia Dagnaud

Xiaoqi Feng

Thomas Hoeger

Hanne Savolainen

Why qualitative research?

- **Ethos:** *"Why test theories when you can provide novel insights and understandings?"*
- **Data-driven ("inductive"): Starts with data or context-specific problem**
- **By nature, linked with theorizing (abductive) as it often involves new conceptualizations and ways of making sense of empirical phenomena**
- **Qualitative work can be very powerful in terms of uncovering underlying processes and mechanisms**
  - Development of new theories, perspectives and insights
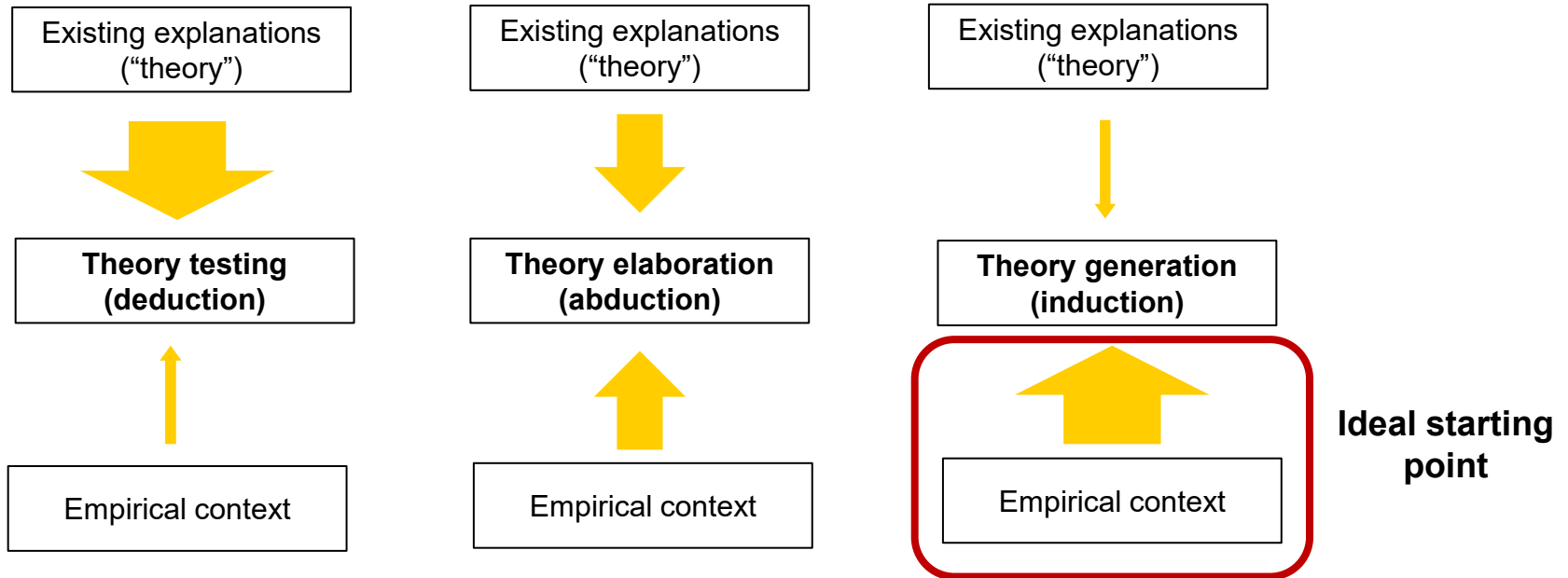 - Important contributions – e. g. visible in best paper awards

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Theory driven design

Existing explanations ("theory")	Existing explanations ("theory")	Existing explanations ("theory")
↓	↓	↓
Theory testing (deduction)	**Theory elaboration (abduction)**	**Theory generation (induction)**
↑	↑	↑
Empirical context	Empirical context	Empirical context

Adapted from Choi & Ketokivi (2014) and Costa et al. (2017)

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The ideal of induction

"Qualitative research is at its best when it develops explanations from empirical observations."

Existing explanations ("theory")	Existing explanations ("theory")	Existing explanations ("theory")
⬇	⬇	↓
Theory testing (deduction)	**Theory elaboration (abduction)**	**Theory generation (induction)**
↑	⬆	⬆
Empirical context	Empirical context	Empirical context

Ideal starting point

Adapted from Choi & Ketokivi (2014) and Costa et al. (2017)

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In practice: Iteration between the literature and the empirics

Reminder from "Getting started"

Existing explanations ("theory")	Existing explanations ("theory")	Existing explanations ("theory")
↓	↓	↓
Theory testing (deduction)	**Theory elaboration (abduction)**	**Theory generation (induction)**
↑	↑	↑
Empirical context	Empirical context	Empirical context

Adapted from Ketokivi & Choi (2014) and Costa et al. (2017)

26.1.2024
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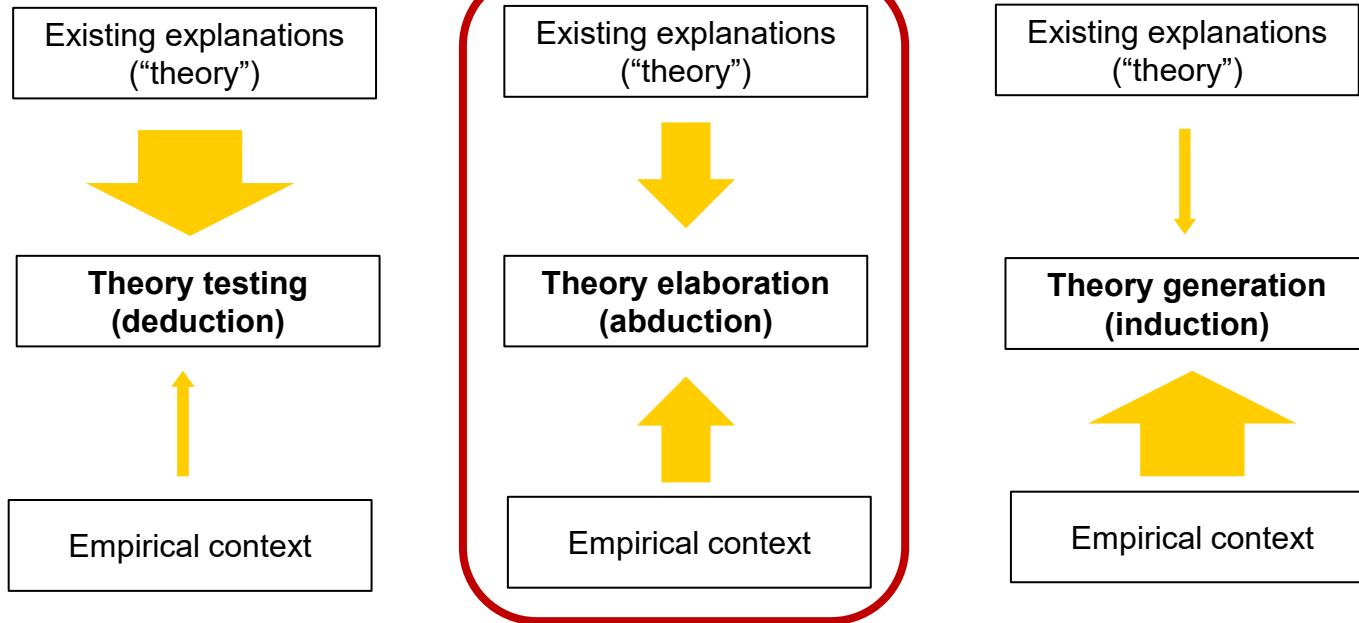
Bansal & Corley (2012): What's different about qualitative research?

Build theories inductively (data-driven analyses)

- **A short multipurpose front end ("hook", gap, situated RQs, suitably deep, focused literature review)**

- **A long robust back end (strong discussion)**

- **Comprehensive, personal and transparent methods (communicating the journey: from initial assumptions to submitted manuscript)**

- **Creative data displays (how to show the data)**

- **Two narratives (data and theory) jointly contributing to an overarching story that is unique and inspiring**

- **…all the best laid plans… embrace the process!**

- **Submission to the journal just another beginning**

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Eisenhardt, Graebner & Sonenshein (2016) Grand challenges with inductive methods

- **Inductive methods: generating theory from data**
  - E.g. cases, interpretivist studies, ethnography
  - All require deep immersion to focal phenomenon through rich data
  - Data-driven analyses ("grounded analysis"
- **Novel ideas (openness + discipline)**
- **Explaining processes (how stuff happens..)**
- **Configurations, emergence and equifinality ("messiness")**
- **Hard-to-measure constructs (identity, paradox, perception)**
- **Extreme cases (opportunity to observe something occurring in particularly "rich depth")**

Eisenhardt, Graebner & Sonenshein (2016) Grand challenges with inductive methods

Evaluating rigor and quality:

- **Is the emergent theory internally coherent and parsimonious (simple)?**

- **Are the constructs or themes convincingly grounded in compelling data?**

- **Does the research provide rich and unexpected insights?**

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Bansal, Smith and Vaara (2017)
New ways of seeing through qualitative data

Genres of qualitative work

- **Variance-based case studies**
- **Process studies**
- **Engaged scholarship**
- **Historical studies**
- **Discourse studies**

Publishing across genres

- P #1: Know your **epistemology**
- P #2: Ensure that the research questions, data, and analysis are **consistent**
- P #3: Be authentic, detailed, and clear in **argumentation and style** of writing
- P #4: Use **exemplary papers**, but **do not force fit** your scholarship with existing templates
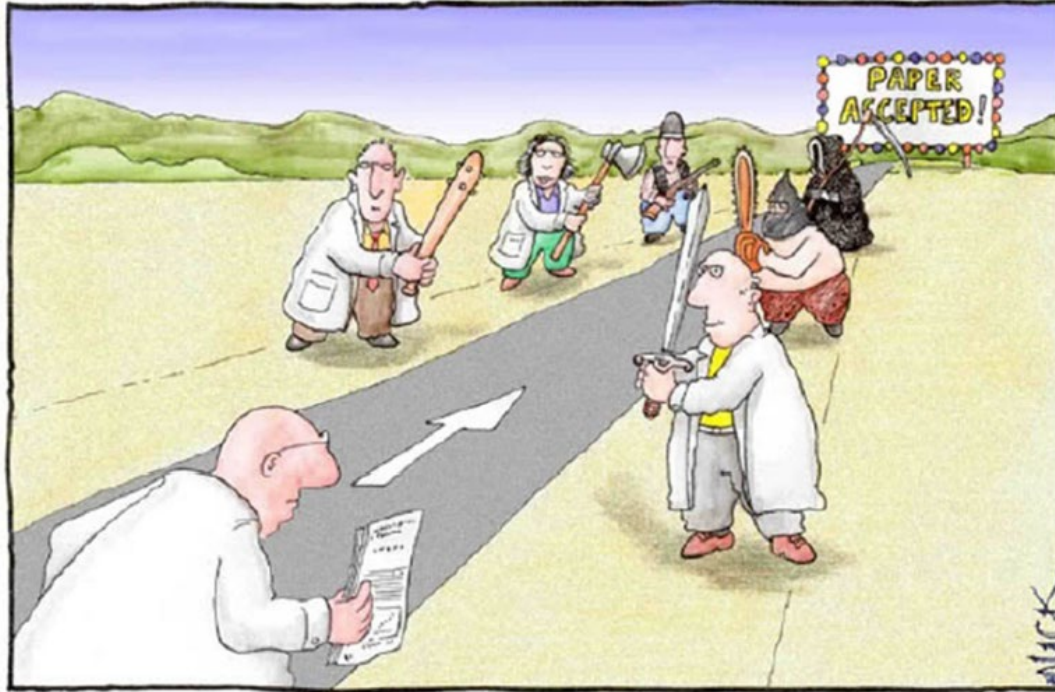
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Howard-Grenville, Nelson, Vough & Zilber (2021)
Achieving fit and avoiding misfit in qualitative research

FIGURE 1
A Model of Key Areas of Fit to Produce Internal Coherence in Qualitative Research Papers
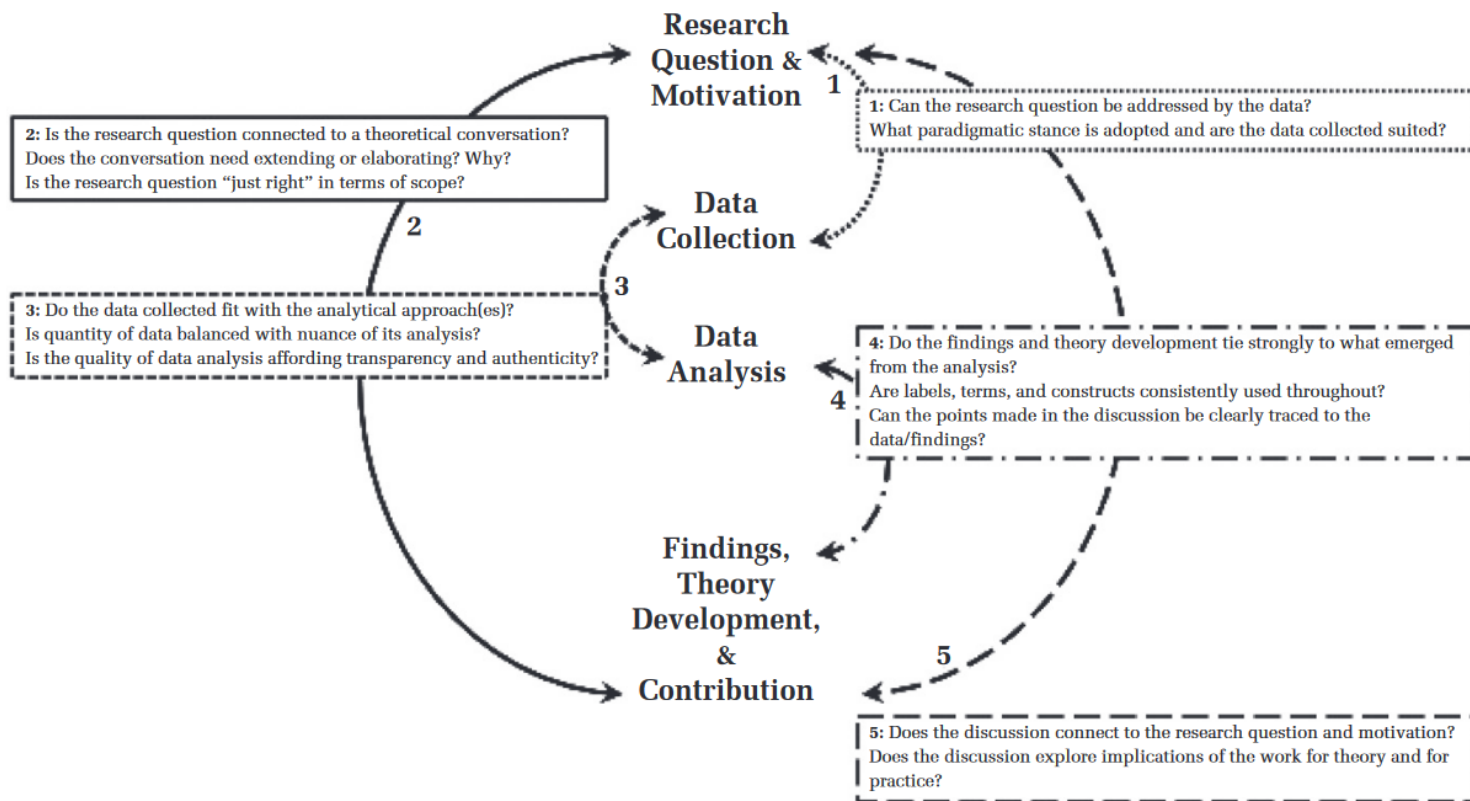
Publishing qualitative empirical papers

Example of top American journals: Acceptance rates in AMJ

1. Desk rejects: about 35-40%

2. Revise and resubmit: about 25-30% after review

3. 1st revision: about 50% chance of acceptance

4. 2nd revision: about 80% chance of acceptance

- At AMJ about 20 % of both submissions and publications are qualitative papers

- Acceptance rates are similar for qualitative and quantitative papers

Next time(s): Data analyses and "What is this a case of"?

- Deep dive into the data

- Initial theorizing from the data

- What is the phenomenon that I observe? How can I position and theorize it in terms of the existing literature(s)?

- Also considering the explanations that have not yet been (exhaustively) presented

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Fri 9.2. Presenting empirical analyses and considering "what is this a case of"?

- **Read <u>as soon as possible</u> Gehman et al. (2018) and Hehenberger et al. (2019 – the section "New Ways of Seeing Through Inside-Out Research" and Table 3, p. 1694-1696)**
- **Focus on writing the empirical analyses and consider what your analytical approach is; What is going on that need explaining? What are the possible explanations in the literature? What is less known? What does your data tell or show? What are the limits of your data on this matter?**
- **[Note, sometimes to follow the hunch or puzzle you need to collect more data]**
- **Deliverable:**
  - Next version of your analysis section (10-15 pages). You do not need to have a "ready" and full **analysis** – but **make focused progress** on this. Your paper can also have other parts as you like (e.g. theory).
  - You can consider your approach for empirical analyses as per the readings
- **Submit your paper by Monday 5 February in Dropbox (link provided later)**
- **Guidelines for presenting your ideas and providing feedback for others follow**

Questions, issues to discuss?