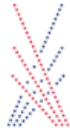




Società Italiana di
MANAGEMENT



**BRITISH ACADEMY
OF MANAGEMENT**



Società Italiana
Marketing



SIMA-SIM-BAM

SCHOOL OF RESEARCH METHODS

Summer Edition: *Qualitative Approaches*

Certosa di Pontignano (Siena, Italy)
and

Department of Business and Law (University of Siena)
12th-15th July 2023

Programme



Welcome, Registration and Check-in

12th July 2023, 14:00-16:00

Department of Business and Law, University of Siena

Giovanni Battista Dagnino – University of Rome LUMSA

Rossella Chiara Gambetti – Università Cattolica del Sacro Cuore

Elena Casprini – University of Siena

14:00 Arrival at Siena, gathering and registration of participants at the Department of Business and Law of the University of Siena, Piazza San Francesco 7/8, Siena

14:30 Leave for Certosa di Pontignano by bus

15:00 Arrival at **Certosa di Pontignano** and room check-in

16:00 All physically ready and mentally prepared for the opening seminar!

Introduction to Ethnography

12th July 2023, 16:00-19:00

Certosa di Pontignano

Amanda Lee is a Senior Lecturer in Human Resource Management at the University of Derby. She is Co-Chair of the British Academy of Management (BAM) Research Methodology Special Interest Group, a Senior Fellow of the Higher Education Academy and a Chartered Fellow of the Chartered Institute of Personnel & Development (CIPD). Her research interests include human and organisational impacts of remote working, managerial control and surveillance, the changing nature of professional and academic identities, ethnography, and qualitative research methodologies. Prior to a career in academia, Amanda worked as an HR practitioner in the National Health Service, construction, and retail industry.

Content

This session will introduce delegates to ethnography as an approach to research and explore its value and limitations. The following topics will be covered:

- What is ethnography?
- Contribution, value, and methodological challenges of ethnographic approaches.
- Undertaking ethnographic research – doing ethnography.
- Ethnography and reflexivity.
- Examples of ethnography in practice.

Teaching materials

Presentations and references will be provided by the instructor

- Gobo, G., (2011) 'Ethnography' in Silverman, D. (Ed.) *Qualitative Research* (3rd edition). London: Sage, 15-34.
- Holt, N. L. (2003) Representation, legitimation and autoethnography: An autoethnographic writing story. *International Journal of Qualitative Methods*, 2 (1), 18-28.
- O'Doherty, D.; and Neyland, D. (2019) The Developments in Ethnographic Studies of Organizing: Towards Objects of Ignorance and Objects of Concern. *Organization*, 26(4), 449- 469.
- Tota, A.L. (2004). Ethnographing public memory: the commemorative genre for the victims of terrorism in Italy. *Qualitative Research*, 4 (2), 131-159.
- Wall, S. (2006) An Autoethnography on Learning about Ethnography. *International Journal of Qualitative Methods*, 5 (2), 146–160.
- Watson, T. (2011) Ethnography, reality and truth: The vital need for studies of “how things work” in organizations and management. *Journal of Management Studies*, 48 (1), 202 – 217.

Doing Ethnography in Consumer Research

13th July 2023, 9:30-12:30

Certosa di Pontignano

Rebecca Scott is Senior Lecturer in Marketing and Strategy at Cardiff Business School. Her research focuses on the social and cultural aspects of marketing. Using ethnographic approaches, she studies experiential consumption, multisensory consumption and ‘the body.’ Rebecca’s research has appeared in international marketing and management journals including the *Journal of Consumer Research* and the *Journal of Management Studies*. She received the 2018 Sidney J. Levy award for a best dissertation-based paper in the field of consumer culture. In addition, her work on the consumption of pain has appeared in thirty-two global news outlets including *The Atlantic* and *The Guardian*. Prior to joining the academic world, Rebecca worked for 8 years in private firms including: Google, Ogilvy, Toyota and Mission Media.

Content

This interactive session will synthesise lecture segments, interactive workshops, Padlet bulletin boards underpinned by leading research in the sociocultural aspects of consumption.

Learning objectives

What is ethnography in marketing and consumer research?

- Definition
- History
- Flat footed squat exercise
- Etymology

How is ethnography used in firms today?

- Case study Lego
- Case study BeerCo

The ethnographic approach

- Workshop: Lipstick and tie observational exercise

What makes ethnography different?

Ethnography in consumer research:

- Selling pain to the saturated self
- Involuntary Consumption: An exploration into the experience of no-choice-but-to-consume

Teaching materials

Emmerson, (2011) Writing ethnographic field notes

Fabian, J (2004) “On Recognizing Things. The "Ethnic Artefact" and the "Ethnographic Object” 170, pp. 47-60

Forsey, M. G (2010) Ethnography as participant listening, *Ethnography* 11(4) 558–572

Geertz, C. (1973), *The Interpretation of Cultures*. New York: Basic Books.

Hall, T (1997) *Beyond Culture*

Malinowski, Bronislaw. (1984[1922]), *Argonauts of the Western Pacific*. Prospect Heights: Waveland Press.

Pink, S (2003), *Doing visual ethnography*,

Venkatesh, A.,Crockett, D., Cross, S., and Chen, (2015), *Ethnography for Marketing and Consumer Research*, 10(2)

Netnography

13th July 2023, 15:00-18:00

Certosa di Pontignano

Rossella Chiara Gambetti is Professor of Branding and Consumer Culture and Director of Labcom (Research Lab on Business Communication) at Università Cattolica del Sacro Cuore in Milan. Rossella is an interpretive scholar whose research is focused on emerging technocultural phenomena shaping contemporary branding and consumer culture. She is a "netno-enthusiast" who conducted several netnographic explorations of consumer subcultures and of the social media worlds related to amateur chefs, virtual influencers, counter-brand communities, youth tobacco consumption and Chinese cosmetics consumption. Rossella has co-edited with Rob Kozinets the book *Netnography Unlimited*, published by Routledge in 2021, and is co-chair of the first global netnography conference (NETNOCON23), which will be held in Manchester (MediaCityUK) from July 26 to 28, 2023. Rossella has been in the scientific committee of the World Conference on Qualitative Research since 2021.

Content

Participants will be introduced to netnography, a qualitative research method aimed at providing a deep and situated cultural understanding of the system of interactions, rituals, values, meanings and desires that people build and negotiate in social media and immersive contexts that are technologically-mediated. Participants will learn the following:

- A glance on contemporary technoculture
- What netnography is and how it is similar and different from ethnography
- The basic research operations of netnography (e.g., investigation, interaction, immersion, integration)
- The types of research questions that can be investigated through a netnographic lens
- A focus on immersion and immersive journaling
- Capturing “deep data” for meaning-making
- Netnography in practice. Exploring the worlds of: virtual influencers; anti-brand movements and counter-cultural consumer discourse; evolving beauty notion and trends in Chinese cosmetics consumption

Finally, participants will be involved in investigating a contemporary consumer trend to identify examples of deep data that generate cultural understanding.

Teaching materials

Gambetti, R. C., & Biraghi, S. (2023). Branded activism: Navigating the tension between culture and market in social media. *Futures*, 145, 103080.

Gambetti, R., Kozinets, R. V., Gretzel, U., Accardo, P., & Bovera, L. (2021). Global Beautyscapes: An Innovation-Centered Netnography of Chinese Skin Care and Cosmetics Consumers. In *Netnography Unlimited* (pp. 202-213). Routledge.

Gambetti, R. C., & Kozinets, R. V. (2022). Agentic netnography. *New Trends in Qualitative Research*, 10, 1-15.

Kozinets, R. V. (2020). *Netnography: The essential guide to qualitative social media research*. Sage, 3rd edition.

Kozinets, R. V. (2022). Immersive netnography: a novel method for service experience research in virtual reality, augmented reality and metaverse contexts. *Journal of Service Management*, 34(1), pp. 100-125.

Advanced Qualitative Interviewing and Reflexivity

14th July 2023, 9:30-12:30

Certosa di Pontignano

Stefanie Reissner is Professor of Work and Organization Studies at Essex Business School (UK). She is an elected Council member of the British Academy of Management and working on the Research and Publications Sub-Committee. Her research interests are identity, narrative/storytelling, interpretive work/sensemaking well as in qualitative interviewing, reflexivity, and learning. Stefanie is a Senior Fellow of the Higher Education Academy and has contributed to doctoral training and mentoring through the Northern Advanced Research Training Initiative (NARTI) and the British Academy of Management Doctoral Symposium..

Content

The research-led session will provide an advanced introduction to qualitative interviewing, covering the following topics:

- Practices of reporting methodological choices and research findings
- Onto-epistemological paradigms underpinning qualitative interview research
- Reflexivity to achieve quality in social constructionist approaches to interview research
- Conversational space mapping as a visual tool to support researcher reflexivity

Teaching materials

The session will derive from the following two methodological publications:

Reissner SC and Whittle A (2022) Interview-based research in management and organisation studies: Making sense of the plurality of methodological practices and presentational styles, *Qualitative Research in Organizations & Management*, 17 (1): 61-83 (DOI: 10.1108/QROM-03-2021-2118).

Reissner SC (2018) Interactional challenges and researcher reflexivity: Mapping and analysing conversational space. *European Management Review*, 15(2): 205-2019 (DOI: 10.1111/emre.12111).

Doing Grounded Theory: The Gioia Methodology

14th July 2023, 15:00-18:00

Certosa di Pontignano

Davide Ravasi is Professor of Strategy and Entrepreneurship and Director at the UCL School of Management, University College London. He uses qualitative methods, primarily grounded theory and case study, and makes extensive use of visualization tools to support data analysis and theory development. His research primarily examines strategic and organizational changes, with particular emphasis on how organizational culture and identity affect these changes or are affected by them. His work has appeared in the *Academy of Management Journal*, *Administrative Science Quarterly*, *Academy of Management Review*, *Organization Science*, *Organization Studies*, *Strategic Management Journal*, and the *Journal of Management Studies*, among others. He is currently an Associate Editor of the *Academy of Management Journal*

Content

The so-called Gioia methodology has been widely used (and misused), praised, and criticized. I have used this methodology – often with some tweaks and adaptations – essentially as a template for grounded theory building. Templates have been under fire recently, and for good reasons. In my experience, the problem lies less with a template than with its incorrect or inappropriate application. The seminar will offer a step-by-step illustration of when and how I have applied this methodology successfully in the past. I will also discuss common mistakes and misconceptions, and risks associated with an indiscriminate application of this template (and templates more generally).

Teaching materials

Recommended readings:

Gioia, D.A, Corley, K. G. and Hamilton, A.L. 2013. Seeking qualitative rigor in inductive research: Notes on the Gioia methodology. *Organizational Research Methods*, 16(1): 15-31

Gioia D, Corley K, Eisenhardt K, et al. (2022). A Curated Debate: On Using “Templates” in Qualitative Research. *Journal of Management Inquiry*

Final day

14th July 2023, 9:00

Certosa di Pontignano

9:00 Room check-out, gathering and leave by bus for Siena

9:30 Arrival in Siena, Department of Business and Law, Piazza San Francesco 7/8

Participants Presentations, Wrap-up and Farewell

14th July 2023, 10:30-12:30

Department of Business and Law, University of Siena

Piazza San Francesco 7/8, Siena

In an informal atmosphere, 2023 Research Methods School participants will perform short presentations (5-6 min) of their own research work, while faculty provides (hopefully) helpful feedback.