

ECRM 2020

19th European Conference on Research Methodology for Business and Management Studies

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Mini Track on 2020 Hindsight: Evaluating the Contribution of Qualitative Research Methods

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It has been stated that some forms of qualitative methodology are easy to do badly and difficult to do well (e.g. Interpretative phenomenological analysis - IPA). So how does qualitative research establish contribution and utility? This may be an especially relevant question where such research output might be described as possessing theoretical validity rather than empirical validity.

Since an appreciable corpus of published qualitative research exists within business domains, it is both reasonable and desirable to evaluate this work, as well as to look forward to advance quality investigations.

Papers within this track should clearly reflect and elaborate on the commitment to rigor of the qualitative methods applied. They must also specify the underlying strength of the data and transparency in the analytical processes.

Although this mini-track welcomes reports on research projects utilizing innovative qualitative research methods, the interest lies more in comments and research into the use, evaluation and understanding of qualitative research methods. Topics include but are not limited to:

- Developing Rigor and Evolving guidelines for Quality in qualitative research
- Defending the value of Qualitative Research
- Organisational Context elaboration and meaning in Qualitative research
- The challenge of Dissemination & Publication of Qualitative research
- Organisational application of Qualitative research findings
- Developing commitment to qualitative research



Serge Basini is a senior lecturer and psychometrist in the College of Business at the Technological University, Dublin. In addition to extensive teaching experience, he has published and presented nationally and internationally. He has wide-ranging experience in Human Resource Management and Marketing Research consultancy, in areas such as psychometric assessment, career development, recruitment & selection and training and development.

Submission details

In the first instance a 300 word abstract is required, to be received by **27 November 2019**. Please read the guidelines at <http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/>

Submissions must be made using the online submission form at: <http://www.academic-conferences.org/conferences/ecrm/ecrm-abstract-submission/>

If you have any questions about this track please email the mini track chair: serge.basini@dit.ie

See more about ECRM at <http://www.academic-conferences.org/conferences/ecrm/>