Knowledge Management research and practice can take a range of forms, often determined by elements such as the knowledge problem being addressed, the context of the research or the nature of the data to be collected. It is not surprising that we can find in the literature a variety of research methods driving the main contributions to the KM domain. However, choosing and implementing the right methodology is often a challenging task for KM postgraduate and early career researchers.

This workshop has been designed as a dedicated space for postgraduate KM researchers to reflect on their approach to data collection and analysis, with particular input from experts on the subject. Key elements of KM research will be discussed, while participants will become more familiar with different approaches and methods in qualitative and quantitative research in Knowledge Management.

**Presentation 1: Qualitative Comparative Analysis: Potentials For a Systematised Approach to Case Comparison**

**Dr Esin Yoruk**

Qualitative Comparative Analysis (QCA) is a recently emerging analytical technique and has been making inroads into business research. It is based on set-theoretic methodology to analyse complex relationships that allows for the modeling of equifinality - a principle that multiple alternative solutions can lead to an outcome of interest. QCA provides a unique middle ground between qualitative and quantitative methods, whilst effectively responding to many limitations of both. Therefore, QCA offers wide opportunities to researchers. Currently, it is mostly used in place of regression using large sample sizes. However, it also has an untapped potential as a systematized approach to qualitative case comparison using very small-N when rich case knowledge is available. In this workshop, I will introduce the method, discuss its pros and cons, its potential as an alternative to multiple case studies and provide illustrations from recent research for better understanding and implementation of the method.

**Presenter:**

Esin Yoruk is Senior Lecturer at the School of Strategy and Leadership and Research Associate at the Centre for Business in Society at Coventry University. Her main research interests are in the field of innovation studies and entrepreneurship and their effects on sustainable economic growth. She has extensive interest in novel research methodologies.
Presentation 2: Guidelines for PhD Quantitative Research on Knowledge Management
Dr Mahdi Bashiri

This session will provide some practical guidelines to PhD researchers doing or planning to do quantitative research on Knowledge Management, with focus the nature of quantitative research problems, the effective development and validation of theoretical frameworks, the collection and analysis of quantitative data. During the session, the applicability of the SPSS on doing the quantitative researches will be discussed.

Presenter:
Mahdi Bashiri is Assistant Professor of Business Analytics in School of Strategy and Leadership, Faculty of Business & Law, Coventry University and also a Course Director of International Business Management. Mahdi is a Senior Fellow of the UK Higher Education Academy and has more than 17 years of Management, Leadership, Research, and Teaching experience in the HE sector. Mahdi’s research and teaching interests are in the quantitative methods and Operations Research. He has significant experience as an industry consultant.

This is a free workshop, but please register interest in attending by emailing elaine@academic-conferences.org