



OTTO VON GUERICKE
UNIVERSITÄT
MAGDEBURG

LEHRSTUHL FÜR
MARKETING

Unterstützt durch die Wirtschaftsfakultät und Graduate School der OvGU

INDUCTIVE THEORY ELABORATION & WRITING OF QUALITATIVE RESEARCH

by Prof. Dr. Iiro Jussila

**Forschungs-
kolloquium der
FWW**
28.04.2015
10 Uhr - 17 Uhr
G22 - A 225

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Background and Learning Objectives

Organization and management theorists have adopted two basic modes of reasoning: deductive and inductive. In the deductive approach theories are tested against practice using a positivist epistemology. In the inductive approach theory is developed from practice using an interpretative epistemology. Different kind of qualitative research methods are particularly fit to the latter.

The inductive approach requires different competences from researchers and reviewers of articles than the deductive one. The process often starts from the experiences of researchers or members of work organizations that lead to the identification of a knowledge gap in the scientific literature on the phenomenon at hand. That said, the relationship between data and literature is different than in the deductive approach.

The objective of this seminar is to facilitate learning about the basics of inductive qualitative research and about publishing such work. Issues covered and discussed during the seminar include the interplay between theory, practice, and praxis; theoretical contribution; inductive thematic analysis and theory elaboration; abstraction and association; showing data in terms of power and proofs quotes, etc. After the seminar the participant is able to think of and discuss inductive qualitative research and prepare oneself for a qualitative research process leading to journal publication.

Seminar Content

1. The Purpose of Business Research (Theory-Practice-Praxis interplay and the role of academics)
2. Inductive Theory Elaboration (Data-1st order concepts-2nd order themes-theoretical contribution)
3. Analyzing and Presenting Qualitative Data (analysis process-power and proofs quotes-writing)
4. Personal Discussions (after seminar option)

Who Should Attend?

This seminar is designed for full-time faculty and doctoral students who are interested in learning how to use qualitative data to induce new ideas and theories to enrich their thinking and theorizing and to help them in measure development.

For registration please mail to: doreen.neubert@ovgu.de