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WHAT IS QUALITY IN QUALITATIVE RESEARCH?

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About the Lecturer:

Catherine has a longstanding interest in researching how Australian companies expand internationally. Recently, she has been working on a large-scale project looking at the internationalisation processes of high-tech start-ups. She has co-edited two books on qualitative research methods in international business and has published extensively on this topic, including interviewing and the case study. In 2013 she will be editing a special issue of *Management International Review* on process approaches to studying internationalisation of the firm.

Description of the Workshop:

What is rigor in qualitative research? How can we decide whether a manuscript is rigorous or not? As authors, how can we persuade our readers of the quality of our work? These critical issues will be the focus of this workshop. Specifically, we will cover the debate in qualitative research about evaluation criteria. We will trace how this debate has evolved in the social sciences, management and international business. We will also look at current practices in international business, where scholars also need to contend with cross-border, cross-cultural and multilingual contexts. In the process, we will also clear up some common 'myths' and misperceptions about what 'good' qualitative research should look like. We will also analyse and discuss some qualitative papers, so workshop participants will be sent some readings in advance.

This workshop would suit participants who already have some introductory knowledge of qualitative research.