

Qualitative Methodologies in Organization Studies

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Volume I: Theories and
New Approaches

Foreword by Martyna Śliwa

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*With love, to my son,
Max Ciesielski-Lattimer*

*With love, to my daughter, Alicja Jemielniak-Banasik, and wife, Natalia
Banasik-Jemielniak*

Foreword

Qualitative research has a long and rich history in organization studies. Ultimately, understanding the nature and beauty of qualitative approaches to organizations comes mainly with practice. This volume presents an inspiring combination of fresh perspectives on methods traditionally used in organization studies and insights into contemporary debates around methodological developments, philosophy, ethics, the role of emotions and making research accessible to a wide range of participants. This innovative selection of chapters aims at opening up the space for qualitative research into new arenas and its development in new directions. The list of contributors to this edited collection—including David Boje, Barbara Czarniawska, Yiannis Gabriel, Davydd Greenwood, Nigel King, Slawomir Magala, Mustafa Öziblin and Tony Watson—promises an engaging, informative and thought-provoking treatment of the topics addressed. All of the authors contributing to this volume are practicing qualitative researchers drawing from their own experience to offer a wide range of examples and hands-on advice. As such, this collection will be of interest to both established and early career researchers, who would like to understand the variety, benefits and practicalities of using specific qualitative methods approaches in organization studies.

Martyna Śliwa

Preface

The book is designed with organization studies researchers, including Ph.D.s and students of Doctorate in Business Management who would like to understand the current state of art of qualitative research in organization studies. The book is structured to discuss not only the key methods but also broader research design considerations and cutting-edge approaches. All chapters are based on robust and holistic literature reviews and are prepared by active researchers specializing in the theories and approaches they are discussing, which also enables for more practical considerations.

In this first volume, we offer a range of chapters covering key approaches and theories related to qualitative research. Dariusz Jemielniak and Malgorzata Ciesielska introduce qualitative research in organization studies in Chap. 1. In Chap. 2, Bartosz Sławewski discusses the relationship between sociological paradigms, assumptions about the nature of social reality (ontologies) and the nature of scientific cognition (epistemologies), as well as practical ways of conducting social research (methodologies). In Chap. 3, Przemysław Hensel and Beata Glinka explain the logic of the grounded theory research strategy. They present the conceptual roots of the grounded theory approach and provide guidance on the grounded theory research process. In Chap. 4, Sławomir Magala introduces the concept of visual anthropology and how it can be used to understand the social world around us. In Chap. 5, Davydd Greenwood

discusses an action research strategy that combines the expertise and facilitation of a professional social researcher with the knowledge, energy and commitments of local stakeholders in an organization. In Chap. 6, Tony Watson discusses organization ethnography as a research method, a descriptive study of people, a theory-informed and theory-informing analysis of (intensive) fieldwork, and a humanities-style written account and analysis of events in which the researcher-writer has participated. In Chap. 7, David Boje and Nazanin Tourani introduce us to materiality storytelling research and how to utilize it to enrich our understanding of various disciplines.

Yiannis Gabriel discusses the importance of interpretation, reflexivity, and imagination in qualitative research in Chap. 8. This is followed by Angela Mazzetti's discussion on emotions and the exploration of some of the emotional challenges of developing rapport with research participants in Chap. 9. In Chap. 10, Daniela Rudloff raises questions around the accessibility of research and discusses how to lower barriers to participation. Finally, Sylwia Ciuk and Dominika Latusek cover a number of ethical questions and ethical dilemmas that can arise at different stages of the research process (Chap. 11).

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Malgorzata Ciesielska is Senior Lecturer in Organisation Studies and HRM at Teesside University. Her research interests focus on the cross-section of organizational behavior and innovation management, on particular areas of hybrid organizations, and on diversity and cross-professional collaboration in the tech industry. She specializes in qualitative research and organizational ethnography and is an associate editor of *Tamara—Journal for Critical Organization Inquiry* and *Przegląd Europejski* (European Review).

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Yiannis Gabriel is Professor of Organizational Theory at Bath University. Gabriel is known for his work in leadership, management learning, organizational storytelling and narratives, psychoanalytic studies of work, and the culture and politics of contemporary consumption. He has used stories as a way of studying numerous social and organizational phenomena, including leader–follower relations, group dynamics and fantasies, the management of change, innovation and knowledge transfer. He is the author of ten books and numerous articles and maintains an active blog in which he discusses music, storytelling, books, cooking, pedagogy and research outside the constraints of academic publishing (<http://www.yiannisgabriel.com/>). He is the senior editor of *Organization Studies*. His enduring fascination as a researcher and educator lies in what he describes as the unpredictability and complexity of organizational life.

Beata Glinka, PhD is a professor at the University of Warsaw (Poland) and Head of the Department of Organizational Innovations and Entrepreneurship at the Faculty of Management. Her research interests focus on the cultural context of management, entrepreneurship and the culture of public administration (and its influence on entrepreneurship). She has authored and co-authored over 50 articles, book chapters, and books. In her research, she applies qualitative methods. For research, she was awarded several times, for example, by Fulbright Foundation (2011, Senior Advanced researcher Award) and Polish Science Foundation (2003). Glinka is also a co-editor of the scientific journal *Problemy Zarządzania* (Management Issues).

Davydd Greenwood is Goldwin Smith Professor of Anthropology Emeritus (Cornell University, USA). He is a corresponding member of the Spanish Royal Academy of Moral and Political. His work centers on action research, political economy, ethnic conflict, community and regional development, and neo-liberal reforms of higher education. His ethnographic work has focused on the Spanish Basque Country, Spain's La Mancha region and higher education institutions. Greenwood is the author/co-author of nine books and scores of articles. Since the early 1980s, he has focused on the relationships between action research and higher education reform, writing extensively on this subject. He currently participates in an international network to create democratically organized public universities. He is the co-author with Morten Levin of the recent book, *Creating a New Public University and Reviving Democracy: Action Research in Higher Education* (2016).

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Dominika Latusek is Professor of Management at Kozminski University, Poland. Former Fulbright scholar at Stanford University, she has conducted qualitative field studies in companies in Poland, Germany, Sweden, and Silicon Valley in the USA. Her fields of interest include high-growth venture creation, interorganizational relations and trust within and between organizations.

Slawomir Magala is Professor of Cross-Cultural Management at the Rotterdam School of Management, Erasmus University, and at the Faculty of Management and Social Communication of the Jagiellonian University. He has authored a range of books including: *Cross-Cultural Competence* (2005) (Polish translation, 2011), *The Management of Meaning in Organizations* (2009) and *Class Struggle in Classless Poland* (1982) (Polish translation, 2012). He teaches cross-cultural management and sustainable cultural entrepreneurship.

Angela Stephanie Mazzetti has a passion for qualitative research methods gained from the different perspectives of a researcher, a research supervisor, and a lecturer in qualitative techniques. Mazzetti has written a number of papers focusing specifically on the emotional nature of qualitative research, highlighting some of the challenges for qualitative researchers and on how being in tune with our emotions can contribute to and enhance our research. Mazzetti's research specialism is emotion and stress, and she is keen to explore how qualitative approaches can enhance our knowledge and understanding of how we experience and cope with stress. Mazzetti is currently researching coping resilience and resource depletion, adopting a sensory ethnographic approach.

Daniela Rudloff is a lecturer at the School of Business at the University of Leicester. Her research interests focus on equality and diversity; research methods; and the intersection of the two. She has taught research methods to students at every level, from Certificate to Ph.D. and Doctorate, and has started integrating accessibility into the research methods curriculum. Rudloff is publishing a book on quantitative research methods with Palgrave Macmillan and she is a member of the editorial board of *Sociological Research Online*.

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Nazanin Tourani is an assistant professor at Pennsylvania State University at Fayette. Her research interests cover business strategy, human resource management, and organizational behavior. She is specializing in the storytelling approach in organization studies.

Tony Watson is Emeritus Professor of Sociology, Work and Organisation at Nottingham University Business School. His major organizational ethnographic study, *In Search of Management* (originally 1994), is still in print and has sold 11,000 or so copies. His key 'position papers' on organizational ethnography (in the *Journal of Management Studies* and the *Journal of Organizational Ethnography*) are being cited widely. A key organizationally ethnographically study was published in *Human Relations* in 2011.

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