

Wednesday 29 July 2015, 2.00pm
Room 909, Building B, 41 Le Duan Str., Danang

WORKSHOP

“DOING QUALITATIVE RESEARCH USING CASE STUDIES”

Workshop content

Using qualitative research method and in particular case study to generate theories has been considered a common research strategy in management science. (Eisenhardt, 1989; Eisenhardt and Graebner, 2007). However, to employ and conduct a rigorous approach which ensures the validity and reliability of the theory building process and is able to convince the editors of good journals for acceptance is far from an easy task. This seminar offers participants an opportunity to discuss the case study research approach with such issues as the nature and types of case study research and go further to discuss the theory building process including sampling/case selection, data collection, data analysis and proposition building. The seminar is interactive and will use the discussion to exchange knowledge among participants.

Presenter

Dr. Yen Tran's current research focuses on strategic management, innovation management and entrepreneurship. She completed her PhD in strategic management at Copenhagen Business School (CBS) and Stanford University. She received several research grants including the Turborg Economic Foundation research grant to conduct research at Stanford University.

Yen's research has been internationally recognised at world-class conferences e.g. through the Best Paper Award of the Organisational Development and Change Division (ODC) of the Academy of Management, and a nomination for the William H. Newman award at the Academy of Management Conference, USA, Chicago. Her PhD, on "Organizing Innovation in Turbulent Fashion Markets", was selected as a finalist for the BPS Outstanding Dissertation Award by the Business Policy and Strategy Division, one of the most competitive divisions of the Academy of Management Conference, Montreal.

Her work has been published in world class journals and conferences such as R&D Management, Management International Review, Industry and Innovation, Long Range Planning, Thunderbird International Business Review, International Business Review and the Academy of Management Best Paper Proceedings (USA) (representing less than 10% of best accepted papers for presentation). She has conducted qualitative case study in some of her research work.