



**EDEN DOCTORAL SEMINAR ON QUALITATIVE RESEARCH IN  
ACCOUNTING**

**BRUSSELS, APRIL 3-7, 2017**

**PROGRAMME**

This is the overview schedule of the EDEN seminar.

Monday	Tuesday	Wednesday	Thursday	Friday
JAN Introduction to the course	JAN Learning points	DAVID Learning Points	MARTIN Learning Points	ANDREA Learning Points
MARTIN Deciding for qualitative research	ANDREA Conducting qualitative research	JAN Asking questions and theorising	DAVID Analysing and theorising qualitative materials	MARTIN Convincing with qualitative research
DAVID Introduction to student activity: Developing a research proposal	JAN Introduction to student activity: Interviewing	ANDREA Introduction to student activity: Analysing documentary materials	MARTIN Introduction to student activity: Writing up qualitative research	DAVID Ethical issues in qualitative research
Group work and plenary presentations	Students prepare and undertake interviews	Students undertake analysis and present in plenum	Students undertake analysis and present in plenum	ANDREA, DAVID, JAN, MARTIN Publication considerations
Student presentations in 4 parallel groups	Student presentations in 4 parallel groups	Student presentations in 4 parallel groups	Student presentations in 4 parallel groups	

This is the detailed time table and required readings:

**Monday April 3, 2017:**

**Location: NH Collection Brussels Centre (room “Liège”), boulevard Adolphe Max, 7**

8:30-9:00: Registration

9:00-9:30: Welcome and introduction

9:30-11:00: Lecture: Deciding for Qualitative Research

- Flyvbjerg, B. (2006). Five Misunderstandings About Case-Study Research. *Qualitative Inquiry*, 12(2), 219-245.
- Dyer, W. & Wilkins, A. (1991). Better Stories, Not Better Constructs, to Generate Better Theory: A Rejoinder to Eisenhardt. *Academy of Management Review*, 16(3), 613-619

**11:00-11.15: Coffee break**

11.15-12:30: Introduction to student activity

The exercise is to consider how to conduct qualitative research, paying particular attention to the types of case research (outlined in Chapter 10 of Berg and Lune, 2012) and issues of case research design (discussed in Hammersley and Atkinson, 2007, chapters 1 and 2).

**12:30-13:30: Lunch at the NH**

13:30-15:30: Students’ work in groups and plenary session

**15:30-15:45: Coffee break**

15:45-17:15: Individual student presentations

**Tuesday April 4, 2017:**

**Location: NH Collection Brussels Centre (room “Liège”), boulevard Adolphe Max, 7**

8:15-9:00: Learning points

9:00-11:00: Lecture: Conducting Qualitative Research

- Hammersley, M., & Atkinson, P. (2007). *Ethnography: Principles in practice*. London: Routledge. Chapters 3 and 4.
- Berg, B.L., & Lune, H. (2012). *Qualitative research methods for the social sciences*, 8<sup>th</sup> International Edition (Pearson). Chapters 1, 2 and 6.
- Flick, U., von Kardorff, E., & Steinke, I. (Eds.) (2004). *A Companion to Qualitative Research*. London: Sage. Pp. 146-152; 153-158; 178-183; 195-202.
- Covaleski, M. A., & Dirsmith, M. (1990). Dialectic Tension, Double Reflectivity and the Everyday Accounting Researcher: On Using Qualitative Methods. *Accounting, Organizations and Society*, 15(6), 543-573.

**11:00-11:15: Coffee break**

11:15-12:30: Introduction to exercise: Interviewing

- Czarniawska, B. (2001) Is it possible to be a constructionist consultant? *Management Learning*, 32, 253-266
- Kreiner, K. & Mouritsen, J. (2005) The Analytical Interview – Relevance beyond Reflexivity, in Tengblad, S., Solli, R. & Czarniawska (eds.) *The Art of Science*. Liber & Copenhagen Business School Press, Malmö, p.153-176.

**12:30-13:30: Lunch at the NH**

13:30-15:30: Students' work in groups and plenary session

**15:30-15:45: Coffee break**

15.45-17:15: Individual student presentations

**19: 00: Group Dinner**

**Wednesday April 5, 2017:**

**Location: EIASM meeting room, Hotel Metropole, 2<sup>nd</sup> Floor, Place de Brouckère 31**

8:15-9:00: Learning points

9:00-11:00: Lecture: Asking Questions and Theorising

- Klag, M. and Langley, A. (2013) 'Approaching the Conceptual Leap in Qualitative Research', *International Journal of Management Reviews*, 15 (2), 149-166.
- Alvesson, M. & Kärreman, D. (2007) Constructing Mystery: Empirical Matters in Theory Development, *Academy of Management Review* 32, 1265-1281

**11:00-11:15: Coffee break**

11:15-12:30: Introduction to exercise: Analysing documentary materials

- Hammersley, M., & Atkinson, P. (2007). *Ethnography: Principles in practice*. London: Routledge. Chapter 6.
- Garfinkel, H. (1967/1999). Good Organizational Reasons for 'Bad' Clinic Records. *Studies in Ethnomethodology* (pp. 186-207). Cambridge: Polity Press.
- Van Maanen, J., & Pentland, B. T. (1994). Cops and Auditors: The Rhetoric of Records. In S. B. Sitkin & R. J. Bies (Eds.), *The Legalistic Organization* (pp. 53-90). Thousand Oaks, London and New Delhi: Sage.

### **12:30-13:30: Lunch at the NH**

13:30-15:30: Students' work in groups and plenary session

Source documents that will be discussed and analysed in this session and that you need to read beforehand:

- IASB accounting standard comment letter on the conceptual framework;
- NHS Improvement "Single Oversight Framework" (see also separate discussion preparation instructions)

### **15:30-15:45: Coffee break**

15.45-17:15: Individual student presentations

### **Thursday April 6, 2017:**

**Location: EIASM meeting room, Hotel Metropole, 2<sup>nd</sup> Floor, Place de Brouckère 31**

8:15-9:00: Learning points

9:00-11:00: Lecture: Analysing and Theorising Qualitative Materials

- Hammersley, M. & Atkinson, P. (2007) *Ethnography: Principles in practice*. London: Routledge. Chapters 7 - 9.
- Berg, B.L & Lune, H. (2012) *Qualitative research methods for the social sciences*, 8<sup>th</sup> International Edition (Pearson). Pp. 153-158; 238-250; Chapter 11 and 12.
- Gioia, D. A., Corley, K. G., & Hamilton, A. L. (2013). Seeking qualitative rigor in inductive research: notes on the Gioia methodology. *Organizational Research Methods*, 16(1), 15-31.
- Suddaby, R. (2006). What grounded theory is not, *Academy of Management Journal*, 49, 633-642.

### **11:00-11:15: Coffee break**

11:15-12:30: Introduction to exercise

### **12:30-13:30: Lunch at the NH**

13:30-15:30: Students' work in groups and plenary session

- Roberts, J. (1990). Strategy and Accounting in a U.K. conglomerate. *Accounting, Organizations and Society* 15(1-2), 107-126.
- Chenhall, R., Hall, M., & Smith, D. (2017). The expressive role of performance measurement systems: A field study of a mental health development project. *Accounting, Organizations and Society*, in press.
- Stanko, T., & Beckman, C. (2015). Watching you watching me: Boundary control and capturing attention in the context of ubiquitous technology use. *Academy of Management Journal*, 58(3), 712-738.

### **15:30-15:45: Coffee break**

15.45-1845: Individual student presentations

**Friday April 7, 2017:**

**Location: EIASM meeting room, Hotel Metropole, 2<sup>nd</sup> Floor, Place de Brouckère 31**

8:15-9:00: Learning points

9:00-10:30: Lecture/discussion: Convincing with Qualitative Research

- Pratt, M. G. (2009). For the Lack of a Boilerplate: Tips on Writing Up (and Reviewing) Qualitative Research. *Academy of Management Journal*, 52(5), 856–862.
- Siggelkow, N. (2007). Persuasion with case studies. *Academy of Management Journal*, 50(1), 20-24

**10:30-10:45: Coffee break**

10:45-11:45: Lecture/discussion: Ethical Issues in Qualitative Research

- Hammersley, M. & Atkinson, P. (2007) *Ethnography: Principles in practice*. London: Routledge. Chapter 10.
- Berg, B.L & Lune, H. (2012) *Qualitative research methods for the social sciences*, 8<sup>th</sup> International Edition (Pearson). Chapter 3.

11:45-13:00: Lecture/discussion: Publication Considerations

- Lukka, K. (2004) How do accounting research journals function? Reflections from the inside. In Humphrey, C. & Lee, B. (eds) *The Real Life Guide to Accounting Research.: A Behind-the-Scenes View of Using Qualitative Research Methods*. Amsterdam: Elsevier, p.433-447.
- Berg, B.L & Lune, H. (2012) *Qualitative research methods for the social sciences*, 8<sup>th</sup> International Edition (Pearson). Chapter 12.

13:00-13:15: Closing the EDEN seminar

**13:15-14:15: Lunch at the NH**

Supplementary readings:

- Flyvbjerg, B. (2001). Making social science matter. Cambridge: Cambridge University Press.
- Lincoln, Y. S., and E. G. Guba (1985). Naturalistic inquiry. Newbury Park, CA: Sage Publications.
- Golden-Biddle, K. & Locke, K. (2007). Composing Qualitative Research. Sage Publications.
- The discussion on “Interpretive accounting research” in *Critical Perspectives on Accounting*, 19, 6, September 2008 includes lots of issues relating to career, jobs and work satisfaction for qualitative accounting researchers.
- Prior, L. (2003). *Using Documents in Social Research*. London, Thousand Oaks and New Delhi: Sage.
- Rapley, T. (2007). *Doing Conversation, Discourse and Document Analysis*. London, Thousand Oaks and New Delhi: Sage.
- Riles, A. (Ed.) (2006). *Documents: Artifacts of Modern Knowledge*. Ann Arbor: The University of Michigan Press.
- Smith, D. E. (1990). *Texts, Facts, and Femininity: Exploring the Relations of Ruling*. New York and London: Routledge.