

Qual+ Newsletter

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Welcome to the Qual+ Newsletter!

We are excited to welcome you to the second Qual+ Newsletter and continue bringing you new ways of looking at methods within management studies. There are several reasons why attention to methods is particularly timely and important. First, recent technological advances are blurring the boundaries between qualitative and quantitative methods. As Boyka Simeonova and Robert Galliers (2023) write in their Cambridge Handbook of Qualitative Digital Research, we cannot afford to have 'big data' but little understanding. Thus, we need both 'big data' and 'thick data' in terms of in-depth understanding and the logo of Qual+ refers to the merging and mixing of methods.

Another reason for the timeliness of methods relates to their tight relationship with theory. Methods are often regarded as subordinate to theory. Theory and research questions are expected to come first, determining which methods are appropriate. However, in practice methods determine the kind of theoretical contribution that we are able to make. From a broader perspective, a disciplinary field that is dominated by one type of methods, whether qualitative or quantitative, is likely to stagnate. Methodological pluralism is thus the prerequisite for theoretical pluralism and the vibrancy and progress of a disciplinary field. It is great that the centrality of methods for theory development has recently been recognized in top journals such as the Academy of Management Journal and the Journal of International Business Studies.

To inspire methodological innovation, Qual+ brings researchers together in seminars, workshops, and community-building events. In this second newsletter, we are happy to provide you with highlights from four interesting events. First, a workshop entitled Using Narrative Perspectives in Management Research by **Professor Eero Vaara** was offered jointly by the Aalto Organization & Management Unit and Qual+. Second, the Qual+ Book Launch Event of the Handbook of Feminist Research Methodologies in Management and Organization Studies was co-arranged with **Senior University Lecturer Saija Katila**. Third, Mixed Methods Hackathon was co-organized with **Professor Saku Mantere**, McGill University & Aalto University (Chair of the Qual+ International Advisory Board) and **Project Manager Oskari Nokso-Koivisto** from Aalto Economic Institute within the Department of Economics. Fourth, we offered Qual+ & International Business (IB) Research Seminar (hybrid) in which **Professor Tim Andrews** elaborated on how to survive the review process of a qualitative paper. Moreover, we are delighted to recommend interesting events, courses, calls, and books. We welcome you to attend our future events such as the open session (hybrid) on Qualitative Comparative Analysis (QCA) by **Professor Peer Fiss**, (University of Southern California, USA) who is a pioneer on the use of QCA in social sciences.

Events

Aalto Organization & Management Unit & Qual+ Methods Workshop: Using Narrative Perspectives in Management Research

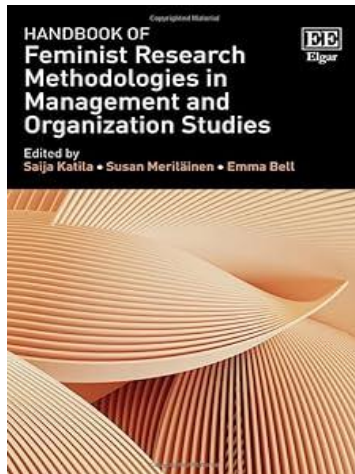
Attending distinguished visiting **Professor Eero Vaara's** workshop on Narrative Perspectives in Management Research was a great start of the year 2024. It was a highly successful event during which we had a chance to learn from **Professor Eero Vaara's** state-of-the-art knowledge of narrative approaches as well as receive his tailed and developmental comments on participants' papers. The workshop also provided an exciting overview of on-going projects by senior and early career colleagues at the Department of Management Studies.



Photo: Aalto University/Roope Kiviranta

In the first part, **Professor Eero Vaara** highlighted the role of narrative perspectives in theorizing and empirical analysis. In the second part, the focus was on the participants' own research projects and possibilities in using narrative methods. On behalf of Qual+ we want to express heartfelt thanks to **Professor Eero Vaara**, **Professor Marjo-Riitta Diehl** and all participants, who shared their research ideas and projects. As the **Director of Qual+ Rebecca Piekkari** said: *"I believe Eero's pedagogical approach was a prime example of inclusive teaching in action!"*

Qual+ Book Launch Event: Handbook of Feminist Research Methodologies in Management and Organization Studies (Katila, S., Meriläinen, S. & Bell, E., Eds.)



The Qual+ book launch event was kicked off by **Senior University Lecturer Saija Katila** who introduced the Handbook of Feminist Research Methodologies in Management and Organization Studies, joined by **Professor Susan Meriläinen**. After explaining the journey from an idea to a finished product, they invited guest speakers to share their comments on the book and its role in management and organization studies. **Professor Marta Calas**, University of Massachusetts, Amherst was asked to elaborate on the role of the book for the feminist research community and organizations studies in general. Marta believes that the book offers a clear feminist research and activism path for organization and management scholars to follow, opens new horizons towards intersectional solidarities, and answers recent calls for organizing communities of hope, justice, and joy. **Professor Saku Mantere**, McGill University & Aalto University (Chair of the Qual+ International Advisory Board) elaborated on the role of the book to organization studies from the perspective of a scholar who has not actively engaged with feminist theories and methodologies. Saku raised concerns regarding the prior dominance of patriarchic rationality in management and organization studies and called for alternative views. Moreover, he suggested to embrace the concept of care in both public and private sphere. **Senior Lecturer Jenny Rodriguez**, The University of Manchester, emphasized questions of positionalities, epistemes, and emancipatory and disruptive thinking in feminist research. She believes that the book makes us re-think what we know based on what we have seen, experienced and learned. **Professor Leena-Maija Rossi**, University of Lapland elaborated on how the new book relates to the field of Finnish gender studies where business school scholars remain in the margin. Leena-Maija believes that this book has turned an ostensible “margin” into something else. It is an enlightening read to all scholars who want to do feminist research, not only the ones analyzing management and organizations. Taken together, the book opens new horizons for embracing feminist methodologies for desirable futures.

Mixed Methods Hackathon with the Department of Economics

Co-organized with **Professor Saku Mantere**, McGill University & Aalto University (Chair of the Qual+ International Advisory Board) and **Project Manager Oskari Nokso-Koivisto** from Aalto Economic Institute within the Department of Economics Mixed Methods Hackathon facilitated an engaged dialogue between qualitative and quantitative scholars. The event highlighted how quantitative and qualitative research can support and enrich each other. The welcoming words by **Director of Qual+ Rebecca Piekkari** touched upon the timeliness of mixed and merged approaches. **Professor Saku Mantere** gave an inspiring speech about the differences between qualitative and quantitative research methods in terms of their relationships with theory as well as statistical and analytical generalization.



Photo: Qual+/Kirsi Snellman

The first topic was immigration which was approached through examples of concrete research projects drawing on qualitative and quantitative methods. The presentations were delivered by early career researchers from the two departments. **Hilla Back** presented her qualitative case study on language-based discrimination in a multilingual organization, describing her emergent research journey. **Ellen Sahlström**, in turn, discussed immigration in the context of a quantitative study. She asked the question of whether high school teachers are biased when they grade migrant students' exams. Thereafter, **Ramin Izadi** presented two examples of combining big register data and experimental multi-method research about preschool education. His examples highlighted the benefits of interdisciplinary research, in this case undertaken with educational scientists. After these engaging presentations the participants were divided into roundtable discussions led by researchers in economics. The four topics focused on traffic emissions (**Arttu Ahonen**); pharmaceutical markets (**Helena Rantakaulio**); immigration (**Ellen Sahlström**), and urban life (**Max Toikka**).



Photo:Qual+/Kirsi Snellman

The final talk was delivered by **Professor Heikki Mannila** who shared his reflections about the interdisciplinary research. He emphasized that interdisciplinarity is no substitute for disciplinary excellence, that the interface between disciplines needs to be defined (what is critical for me to understand about the other discipline) and that a 50-50 ratio between disciplines is not necessarily the best option. The event was concluded over pizza and drinks at the Department of Economics.

Qual+ & International Business Unit Research Seminar: Tim Andrews on how to survive the review process of a qualitative manuscript

In this hybrid seminar **Professor Tim Andrews** from Chiang Mai University Business School, Thailand shared his personal experiences of a recent qualitative paper that dealt with superstition in Myanmar and that was eventually published in the Journal of International Business Studies. He offered valuable behind-the-scenes insights into how he and his co-authors navigated the review process for an unconventional qualitative research paper. The session was joined by colleagues from [the Global Studies Center](#) at the University of Durham, UK.

Thus, during the past few months all Qual+ powered events have attracted PhD students, junior and senior scholars from various Aalto Schools, departments, and disciplines and sparked vivid discussions. We would like to express our heartfelt thanks to all co-organizers, speakers, and participants who have contributed or attended these Qual+ events.

Upcoming Events

April 3 2024, [The Northeastern Qualitative Research Conference](#)

April 29 2024 [Paper Development Workshop](#) Collaboration with Global Studies Group (GSG) at Durham Business School (UK), DL 5 April 2024

May 21 2024, [The Qualitative Research Symposium](#) organized by doctoral students at the Department of Management Studies and Qual+ on the topic of 'Designing, Conducting and Characterizing Qualitative Research Interviews.'

July 2, 2024, [AIB 2024: Research Methods Workshops and Masterclasses - Academy of International Business \(AIB\)](#) (Registration DL May 1, 2024)

July 2024, [Annual Meeting of the Academy of International Business \(AIB\)](#) Seoul

June 5-7 2024, [Introduction to Qualitative Comparative Analysis \(QCA\) \(hybrid\) by Professor Peer C. Fiss](#)

Qual+ invites you to an introductory workshop on QCA and fuzzy sets. Professor Fiss (University of Southern California, USA) is a pioneer on the use of QCA in social sciences. You are welcome to attend the open session (hybrid) on QCA on June 5 2024 at 10.30-12.30 or attend the 3-day workshop (credits also available). Time: 5-7 June, 10:30-16:30.



June 26-29 2024, [Qualitative Methods Workshop](#) in Lisbon

Qual+ Courses

[May 15-21 except May 17 2024, Learning to See: A Course in Ethnography and Discourse Analysis \(6-9 ECTS cr\)](#)

[June 5-7 2024, Qualitative Comparative Analysis \(QCA\) by Professor Peer C. Fiss, \(2 ECTS cr\)](#)

[September 2-6, 2024, Eden Advanced Doctoral Seminar on Case Studies in Business and Management Research \(6 ECTS cr\)](#)

Calls

April 26 2024, [One-day BI/NHH Qualitative Research Day: Artificial Intelligence in Qualitative Research Methods](#)

September 9-13 2024, [Capri Summer School – X Edition, Call for Participation](#) DL 5
May 2024

New Books

[Handbook of Feminist Research Methodologies in Management and Organization Studies \(e-elgar.com\)](#) (Katila, Meriläinen and Bell, 2023)

This title contains Open Access chapters.

For more books see [Qual+ book recommendations](#)

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Qual+ newsletter is published quarterly. It is for those curious minds at Aalto and other universities in Finland and abroad who are interested in seeking to expand their knowledge of methodological innovations. If you have an idea for innovative collaboration, or an event related to qualitative (and qualitative-plus) methods (e.g., mixed, blended), let's bring your ideas to life together. Please be in touch if you have any events, courses, calls or new books that we could include in future issues. Contact [Kirsi Snellman](#), Qual+ coordinator.

You can sign up for this newsletter via the webform at the bottom of our website: [Qual+ | Aalto University](#)