



Società Italiana di
MANAGEMENT



Società Italiana
Marketing

SIMA-SIM

SCHOOL OF RESEARCH METHODS

Winter Edition: *Academic Writing*

10th March – 30th March 2023

online



SCIENTIFIC COMMITTEE

Giovanni Battista Dagnino, *LUMSA*

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TEACHING FACULTY & PROGRAM

HOW TO START: WRITING INTRODUCTION

10 March, 15:00-18:00

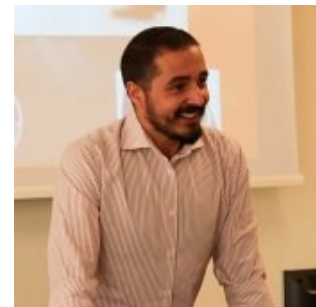
Despite the conventions about what constitutes a strong/original theoretical contribution, publishing academic research inevitably takes the shape of a craft that authors frequently (and quite often painfully) learn by doing. In this session, we will look at some techniques that authors can use for developing effective arguments, leveraging academic conventions in a constructive fashion, and communicating clear contributions to their audiences (editors, reviewers, and readers at large).



Gerardo Patriotta is a Professor of Organization Studies at the School of Management University of Bath. His core areas of expertise are in organizational sensemaking and institutional theory. His research has been published in leading management journals such as the Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Journal of Management Studies, Journal of World Business, Human Relations, Organization Science, and Organization Studies, amongst others. Gerardo is the past general General Editor of the Journal of Management Studies (currently serving as Consulting Editor) and serves on the editorial board of Organization Studies.

THEORETICAL BACKGROUND OF QUALITATIVE PAPER

20 March, 14:00-17:00



Whilst theory is often associated to a positivist theory-testing approach to research, qualitative research also relies heavily on theories drawn from social and human sciences. Theory, in qualitative research, is used to either deductively guide the research process, or to make theoretical sense of research findings in an inductive fashion. The aim of this seminar is to discuss the central role of theory(ies) in qualitative research and to emphasize how much a good theory and a good theoretical contribution are the reason why some publish while other perish.

Giuseppe Pedeliento (PhD) is Associate Professor of Marketing at the Department of Management of the University of Bergamo. His research focuses on B2B and B2C marketing and branding. His articles have appeared in highly ranked journals such as Organization Studies, Journal of Advertising, Family Business Review, Journal of Business Research, Industrial Marketing Management, Journal of Business Ethics, Journal of Business & Industrial Marketing, Consumption, Markets & Culture, Journal of Service Theory and Practice, Journal of Product & Brand Management, etc.

THEORETICAL BACKGROUND OF QUANTITATIVE PAPER

24 March, 10:00-13:00

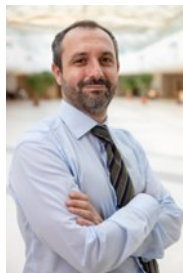
The main goal of seminar is to discuss the development of the theory section as a critical part of any paper. We will discuss how a good theory can produce testable and interesting hypotheses but also how theory is essential to develop a solid and meaningful empirical analysis. By underling the link between theory and empirical analysis, we will discuss common mistakes and we will offer tips for conducting empirical analysis that is coherent with the theoretical framework adopted.

By using examples and working on some of the participants' area of interest, this seminar will help students to develop skills necessary to better engage with two key pillars of academic scholarly writing in business and management research.



Antonio Majocchi is Full professor at Deloitte Chair in International Management and Global Challenges Dipartimento di Impresa e Management, LUISS University in Rome. His main research interests concern firms internationalization strategies, international marketing and international entrepreneurship and the SMEs export performance drivers. He publishes his researches in international journals like: Journal of World Business, Journal of International Business Studies, Entrepreneurship Theory and Practice, Journal of Business Ethics.

Alfredo D'Angelo is Full professor of Management Studies at Università Cattolica del Sacro Cuore (UCSC) in Rome since November 2021. His research and teaching interests revolve around entrepreneurship, innovation and internationalization. His research has been published in leading academic journals such as Entrepreneurship Theory and Practice, Journal of World Business, International Marketing Review, Technological Forecasting & Social Change, and Industry and Innovation.



METHOD AND FINDINGS OF A QUANTITATIVE PAPER

28 March, 10:00-13:00

Quantitative methods rely on established theories, established constructs, and proven research designs. As a result, there is an unwritten rhetorical practice to be followed when writing quantitative papers. This seminar aims to provide an overview of the most commonly used quantitative research designs, focusing on non-experimental and experimental research designs and their key characteristics. We will explore inferential questions, the types of data that can be collected, measurement instruments, testing and analysis procedures relevant to quantitative-base approaches. Additionally, we will discuss how to write effective results and support hypotheses, as well as how to interpret unexpected findings.



Daniela Andreini, Ph.D, is full professor in marketing and prorektor for innovation and digitalization at the University of Bergamo (Italy). Her scientific research focuses mainly on the innovation and digitization of business models, on digital brands, digital marketing and social media marketing. Her research appeared in international journals such as: Journal of Advertising, Journal of Business Research, Industrial Marketing Management, Organization Studies, Journal of Advertising Research, Journal of Business Ethics.

METHOD AND FINDINGS OF A QUALITATIVE PAPER

30 March, 10:00-13:00

One of the greatest challenges of qualitative research is how to write up your findings in a way that gives justice to the richness and the complexity of the field experience, which is typical of a qualitative research project, while ensuring a rigorous and hopefully "reviewers' proof" theoretical contribution. In this session we will discuss how to: illustrate and justify the context of your study; present your methodological choices and procedures; identify the storyline that unfolds your findings; deploy qualitative data to present your evidence in a cohesive narrative; display qualitative evidence in various outputs to support your findings.



Silvia Biraghi, PhD, is Assistant Professor at the Università Cattolica del Sacro Cuore. Her research is embedded in the field of Consumer Culture Theory, Communication and technosociality. She is interested in consumer collectives and consumer-brand interactions. Her research projects are often context-driven and she is specialized in qualitative research, especially interpretive approaches and netnography. She coordinates postgraduate programs in Markets and Corporate Strategies and in Corporate Communication. She has published in journals like Marketing Theory, Journal of Business Research, and Futures.

TARGET

- ➔ PhD students
- ➔ Post-doctoral researchers
- ➔ Research assistants
- ➔ Junior researchers (rtd a)
- ➔ Senior Research (rtd b)

Number of participants: 30 (First booked, first served)

FEES

	Early bird, no later than 6th March 2023	Regular
SIMA-SIM Member	150	250
Non-SIMA-SIM- Member*	250	350

*for those who are non-SIMA-SIM members, the fee includes also the registration to the scientific associations SIMA SIM AIDEA