



SIMA-SIM-BAM

SCHOOL OF RESEARCH METHODS

Winter Edition: *Academic Writing*

22nd- 25th January 2025
University of Pisa

TEACHING FACULTY

HOW TO START: WRITING INTRODUCTION

Prof. Gerardo Patriotta, *University of Bath*



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).

WRITING THE THEORETICAL BACKGROUND OF A QUALITATIVE PAPER

Prof. Giuseppe Pedeliento, *University of Bergamo*

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 lecture 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.



METHODS AND FINDINGS OF A QUALITATIVE PAPER

Prof. Stephanie Decker, *Birmingham Business School*



This session is aimed to provide an overview of the use of qualitative methods in the management field. Writing up qualitative research for publication in business and management journals can take different forms, and there are different strategies and approaches that can make this process more complex. How to present qualitative work is tied to the paradigm of the research itself, at other times the type of journal authors submit to will influence it. We will look at some of the templates out there, and some of the alternatives, when it comes to empirical qualitative research. We also consider key elements of qualitative research presentation, such as methods and contributions, as well as the wider debate around the editorial and review standards applied to qualitative manuscripts.

WRITING A THEORETICAL FRAMEWORK/THEORY SECTION OF A PAPER AS WELL AS THE DISCUSSION

Prof. Carmelo Cennamo, *Copenhagen Business School*



To write a theoretical framework (TF) we need to organize a series of concepts, together with their definitions, and existing theory/theories that are used for a particular study. The TF is expected to show an in-depth understanding of theories and concepts that are relevant to the topic of the specific research and that relates it to the broader management field or sub-field. TF is not something that is readily available in the literature. To write of them a preliminary thorough review of pertinent research literature of theories and analytical models that are relevant to the research problem is needed. The selection of a theory should depend on its appropriateness, ease of application, and explanatory power.

The TF strengthens the study in the following ways: a) an explicit statement of theoretical assumptions permits the reader to evaluate them critically; b) the TF connects the researcher to existing knowledge; c) articulating the theoretical assumptions of a research paper forces the researcher to address questions of why and how. It permits to move from simply describing a phenomenon observed to generalizing about various aspects of that phenomenon; d) a TF specifies which key variables influence a phenomenon of interest.

METHOD AND FINDINGS OF A QUANTITATIVE PAPER

Prof. Daniela Andreini, *University of Bergamo*

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.



PANEL: TIPS AND INSIGHTS ON ACADEMIC RESEARCH AND PROFESSION

Prof. Alessandro Zattoni, *LUISS*

Prof. Maria Colurcio, *University Magna Graecia of Catanzaro*

Prof. Elisa Giuliani, *University of Pisa*



TARGET

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

Number of participants: 30

First booked, first served

WHERE

University of Pisa

FEES

Include School, lunches and dinners.

	Early bird (no later than December 30 ^h , 2024)	Regular (December 30 th , 2024- January 12 th , 2025)
SIMA-SIM-BAM Member	440	480
Non-SIMA-SIM-BAM Member*	560	600

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

TRAVEL AND ACCOMODATION: NOT included

SCIENTIFIC COMMITTEE

Giovanni Battista Dagnino, *LUMSA*

Rossella Chiara Gambetti, *Università Cattolica del Sacro Cuore*

Elena Casprini, *Università di Siena*

Stephanie Decker, *Birmingham Business School*

PISA ORGANIZING TEAM

Prof. Daniele Dalli, *SIM President, Host*

Dr. Virginia Vannucci

Dr. Giulia Tardelli

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