

## **SIMA-SIM-BAM School of Research Methods Winter Edition on Academic Writing**

### **PROGRAM**

**22nd- 25th January 2025**

University of Pisa

Centro Congressi Le Benedettine

Piazza S. Paolo a Ripa d'Arno, 16 – Pisa

**January 22nd, 2025**

#### **14:15 PARTICIPANTS' REGISTRATION**

#### **14.30-15.00 “WINTER SCHOOL OPENING”**

Prof. Daniele Dalli, University of Pisa, Società Italiana di Marketing

Prof. Giovanni Battista Dagnino, prof. Rossella Chiara Gambetti, School Directors

#### **15:00-18.30 “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).*

**Gerardo Patriotta** is Professor of Organization Studies at the School of Management of the 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*.

#### **20:00 DINNER**

**January 23rd, 2025**

#### **9.00-12.30 “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.*

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*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.*

**Giuseppe Pedeliento** (PhD) is 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 and Industrial Marketing*, *Consumption, Markets and Culture*, *Journal of Service Theory and Practice*, *Journal of Product and Brand Management*, etc.

### 13:00-15:00 LUNCH

### 15:00-18:30 “WRITING A THEORETICAL FRAMEWORK/THEORY SECTION OF A PAPER AS WELL AS THE DISCUSSION”

Prof. Carmelo Cennamo, Copenhagen Business School and SDA Bocconi School of Management

*To write a theoretical framework we need to organize a series of concepts, together with their definitions, and existing theory/theories that are used for a particular study. The theoretical framework is expected to show an in-depth understanding of theories and concepts that are relevant to the topic of the specific research and that relate it to the broader management field or sub-field. Theoretical framework 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 theoretical framework strengthens the study in the following ways: a) an explicit statement of theoretical assumptions permits the reader to evaluate them critically; b) the theoretical framework 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 theoretical framework specifies which key variables influence a phenomenon of interest.*

**Carmelo Cennamo** is Professor of Strategy and Entrepreneurship at Copenhagen Business School Director of the Entrepreneurship Concentration studies of the MBA Program, and Director of the Digital Markets Competition Forum. His core areas of expertise are Digital Platforms, Digital Markets, Ecosystems and his work spans different sectors including videogames, mobile apps, oil and gas, automotive, hospitality, mobility, online news, blockchain and initial coins offerings. His research has been published in leading management journals such as SMJ, OrgSci, AMD, JMS, JOM, RP, as well as *MIT Sloan Management Review*, *California Management Review*, etc.

### 20:00 DINNER

**January 24th, 2025**

**9:00-12:30 “METHODS AND FINDINGS OF A QUALITATIVE PAPER”**

Prof. Stephanie Decker, University of Birmingham

*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.*

**Stephanie Decker** is Deputy Dean and Professor of Strategy at Birmingham Business School. Her work focuses on historical approaches in Organisation Studies and Strategy, and she has published in journals such as *Academy of Management Review*, *Human Relations*, *Journal of Management Studies* and *Organization*. She is joint editor-in-chief of *Business History*, on the editorial board of *Organization Studies*, *Journal of International Business Studies* and *Accounting History*, and Co-Vice Chair for Research & Publications at the British Academy of Management. She recently co-edited the *Handbook of Historical Methods in Management* in Edward Elgar’s Research Methods in Management Series.

**13:00-15:00 LUNCH**

**15:00-18.00: “PANEL: IMPORTANT TIPS AND INSIGHTS ON ACADEMIC RESEARCH AND PROFESSION”**

Speakers

Prof. Alessandro Zattoni, LUISS

Prof. Maria Colurcio, University Magna Graecia of Catanzaro

Prof. Elisa Giuliani, University of Pisa

Moderators:

Prof. Giovanni Battista Dagnino, LUMSA and

Prof. Rossella Gambetti, Università Cattolica del Sacro Cuore

*This panel features a roster of speakers who, in various significant roles, have been and are currently involved in preparing institutional documents and in fostering a range of high-level conversations at the international level about the profession of the management professor, as well as their career path and the inner values underlying good research, teaching and service behaviours so as to warrant a towering level of citizenship in the community. Some of the relevant questions that will be tackled are: Why is it important to align to important professional values in research, teaching and service in the community? How can you do so? Why is it so important as much as you advance in your career path? How can you grasp the ultimate aims of research, such as knowledge production, truth search and avoidance of error? The panel will help to ensure that junior management researchers and professors can be held accountable to and ultimately be well respected by the public.*

**Maria Colurcio** (PhD) is Professor of Management at University Magna Graecia of Catanzaro, where she was Academic Director of the BSc Program in Business Administration and served as Deputy Head of SAF – School of High Teaching. She is board member of the SIMA- the Italian Society of Management. Her research focuses on innovation, value co-creation, twin transition, and well-being, resulting in over 150 publications in international journals, book chapters and books. She maintains long-standing collaborations with colleagues from a range of well-known international universities, including Karlstad University (Sweden) and the University of Caxias do Sul (Brazil) and is Associate Editor of *Sinergie Italian Journal of Management*.

**Elisa Giuliani** (PhD) is Professor of Management at the Department of Economics and Management of the University of Pisa, where she is founder and director of the Responsible Management Research Center. Elisa is Affiliate Professor at the Institute of Economics of Sant’Anna School and a coordinator of the Italian national PhD Programme in Sustainable Development and Climate Change. A Fellow of the Regional Studies Association, she published in *B&S*, *JBE*, *CJR*, *E&S*, *JEG*, *JIBS*, *JMS*, *JWB*, *RS*, *ResPol* and *WD*. She is Editor of *Research Policy* and listed in Stanford/Elsevier’s Top 2% Scientist Ranking, highlighting the most cited scientists worldwide.

**Alessandro Zattoni** is Professor of Business Economics and Management at the Department of Business and Management of the Luiss Guido Carli University, where is he the Department Chair. He is also President of EURAM-the European Academy of Management. He was full professor of Business Economics at the Department of Business and Economic Studies at the Parthenope University of Naples. Previously, he was Researcher of Business Economics at Bocconi University of Milan. He was Editor-in-chief of the Journal *Corporate Governance: An International Review*. He is also a member of the Editorial Review Board of *Journal of Management & Governance* and *Journal of Management Studies*.

## 20:00 DINNER

**January 25th, 2024**

### 9:00-12:30 “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.*

**Daniela Andreini** (PhD) is full professor in marketing and prorektor for innovation and digitalization at the University of Bergamo. Her scientific research focuses mainly on the innovation and digitization of business models, digital brands, digital marketing and social media marketing. Her research appeared in international journals such as: *Journal of*

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*Advertising, Journal of Business Research, Industrial Marketing Management, Organization Studies, Journal of Advertising Research, etc.*

### **12.30-13.00 “WINTER SCHOOL CLOSING”**

Prof. Giovanni Battista Dagnino, prof. Rossella Chiara Gambetti

#### **WHERE**

University of Pisa  
Centro Congressi Le Benedettine  
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#### **CONTACTS**

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#### **PISA ORGANIZING TEAM**

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