

MASTER CLASS: EXPLORING THE QUALITATIVE DIMENSION TO STRENGTHEN BUSINESS RESEARCH

Dissertation supervisors, teaching staff and researchers increasingly utilise qualitative research and mixed methodologies. This master class will provide professional development training in a two day format. Participants will explore strategies to strengthen their understandings of qualitative research methodologies and assessing indicators of quality for qualitative research.

Workshop (Details Attached)

Professor Dan Kaczynski, Department of Educational Leadership, Central Michigan University
Michelle Salmona, Department of Business Information Systems, Central Michigan University

Tuesday 2 June 2009
9am to 5pm
Meetings Room, University House

Wednesday 3 June 2009
9am to 5pm
Meetings Room, University House

RSVP to dora.gava@anu.edu.au or 6125 3664

Follow-up Session

Michelle Salmona, Department of Business Information Systems, Central Michigan University

Tuesday 16 June 2009
9am to 5pm
Arndt Seminar and Faculty Suite

RSVP to dora.gava@anu.edu.au or 6125 3664

Dan Kaczynski is a Professor at Central Michigan University in the Department of Educational Leadership where he teaches graduate research. In addition, he is actively engaged in designing and conducting state, national, and international evaluations. Dan was recently a visiting professor in Australia working closely with several universities on doctoral research and supervision. His publications and presentations have given particular attention to exploring innovations in qualitative data analysis software and online instructional delivery to promote more rigorous graduate research. dan.kaczynski@cmich.edu

Michelle Salmona teaches in the Department of Business Information Systems at Central Michigan University and works as a consultant program evaluator and NVivo trainer. In addition, Michelle is coordinating the development and implementation of the department's Center for Lifelong Learning. The Center www.lifelonglearn.ning.com promotes synergies between communication and technology. She is finalising her doctoral work at the University of Technology, Sydney for examination in the areas of organisational change and professional development. Michelle's masters degree in business and technology has a specialisation in information systems and she also has graduate degrees in project management and university learning and teaching. m.salmona@pobox.com

AGENDA

Tuesday and Wednesday: 2-3 June, 2009

DAY ONE: TUESDAY 2 JUNE, 2009	
9:00 – 10:15	Welcome <ul style="list-style-type: none">• introductions & research agendas• research languages Activity: multiple meanings
10:15 – 10:30	MORNING TEA
10:30 – 12:00	Qualitative Research Misconceptions <ul style="list-style-type: none">• the right question• qual/quant/mixed-up research• theoretical continuum• changing business research practices• focus and purpose Activity: good researcher bad researcher
12:00 – 1:00	LUNCH
1:00 – 2:30	Qualitative Methods <ul style="list-style-type: none">• researcher as instrument• data triangulation• flexible emergent design• fieldwork strategies• pushing inductive interpretation Activity: triad interviews
2:30 – 3:00	AFTERNOON BREAK
3:00 – 4:30	Evaluation Methods Working in Teams <ul style="list-style-type: none">• managing teams• finding your team purpose• managing conflict in teams• coming to a shared understanding• communication Activity: designing focus group
4:30 – 5:00	Wrap up and questions

DAY TWO: WEDNESDAY 3 JUNE, 2009	
9:00 – 10:15	Data Collection <ul style="list-style-type: none"> • observations • interviews • focus groups • purposeful sampling • surveys Activity: doing focus group
10:15 – 10:30	MORNING TEA
10:30 – 12:00	Data Analysis <ul style="list-style-type: none"> • memos • open coding • axial coding • pre-determined code structures Activity: 3 photo meanings
12:00 – 1:00	LUNCH
1:00 – 2:30	Technological Tools <ul style="list-style-type: none"> • audio digital recorders • images • video • web chats (Skype, Pamela) • NVivo
2:30 – 3:00	AFTERNOON BREAK
3:00 – 4:30	Working With Your Data Activity: elevator chats
4:30 – 5:00	Wrap up and questions