



Società Italiana di
MANAGEMENT



BRITISH ACADEMY
OF MANAGEMENT



Società Italiana
Marketing



SIMA-SIM-BAM SCHOOL OF RESEARCH METHODS

Summer Edition: *Qualitative Approaches*

12th-15th July 2023,
Certosa di Pontignano (Siena, Italy)
and Department of Business and Law (University of Siena)



TEACHING FACULTY

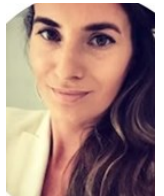


INTRODUCTION TO ETHNOGRAPHY

Amanda Lee is a senior lecturer in human resource management at the University of Derby. Her research interests include human and organisational impacts of remote working, managerial control and surveillance, the changing nature of professional and academic identities, ethnography, and qualitative research methodologies.

DOING ETHNOGRAPHY IN CONSUMER RESEARCH

Rebecca Scott is Senior Lecturer in Marketing and Strategy at Cardiff Business School, UK. Her research focuses on the social and cultural aspects of marketing. Using ethnographic approaches she studies experiential consumption, multisensory consumption and 'the body.'



NETNOGRAPHY

Rossella Chiara Gambetti is Professor of Branding and Consumer Culture at Università Cattolica del Sacro Cuore (Milan). Rossella is an interpretive scholar whose research is focused on emerging technocultural phenomena shaping contemporary branding and consumer culture. She is a "netno-enthusiast" who conducted several netnographic explorations of consumer subcultures and of the social media worlds.



ADVANCED QUALITATIVE INTERVIEWING AND REFLEXIVITY

Stefanie Reissner is Professor of Work and Organization Studies at Essex Business School (UK). Her research interests are identity, narrative / storytelling, interpretive work / sensemaking well as in qualitative interviewing, reflexivity, and learning.



DOING GROUNDED THEORY: THE GIOIA METHODOLOGY

Davide Ravasi is Professor of Strategy and Entrepreneurship and Director at the UCL School of Management (London). He uses qualitative methods, primarily grounded theory and case study, and makes extensive use of visualization tools to support data analysis and theory development. His research primarily examines strategic and organizational changes, with particular emphasis on how organizational culture and identity affect these changes or are affected by them.



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

HOW

Each candidate needs to submit a 1 page, single spaced, Times New Roman pt 12, research proposal consisting of the following points:

- Research question
- Theoretical underpinnings
- Research method(s) to be used

WHERE

Certosa di Pontignano, Siena

Loc. Pontignano, 5, 53019, Castelnuovo Berardenga (SI)

*Department of Business and Law, University of Siena, Siena
Piazza San Francesco 7/8, 53100 Siena (SI)*

FEES

Include School, lunches and dinners, accommodation at Certosa di Pontignano, transfer from Siena to Certosa and back.

	Single room (early bird, no later than 20 th April 2023)	Double Room (early bird, no later than 20 th April 2023)	Single room (regular, from 21 st April 2023 to 20 th June 2023)	Double Room (regular, from 21 st April 2023 to 20 th June 2023)
SIMA-SIM-BAM Member	560	450	635	525
Non-SIMA-SIM-BAM Member*	680	570	755	645

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

ACCOMODATION

(included in the FEES)



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SCIENTIFIC COMMITTEE

Giovanni Battista Dagnino, *LUMSA*
Rossella Chiara Gambetti, *Università Cattolica del Sacro Cuore*
Elena Casprini, *Università di Siena*
Amanda Lee, *University of Derby*

Follow these indications!

How to reach Siena from Florence

Recommended by TRAIN
(approx. 1 hr and 30 min):

<https://www.trenitalia.com/en.html>

How to reach Siena from Rome

Recommended by BUS from Roma
Tiburtina bus station

(approx. 2 hrs and 50 min):

<https://www.itabus.it/en/home>

How to reach Siena from Pisa

Recommended by TRAIN
(approx. 1 hr and 45 min):

<https://www.trenitalia.com/en.html>

CONTACTS

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