



SIMA-SIM-BAM SCHOOL OF RESEARCH METHODS

Summer Edition: *In-depth Interview*

July 2-4, 2025

Hotel Il Mulino di Firenze

Via Villamagna, 119 – 50126 Firenze



TEACHING FACULTY

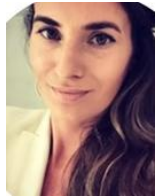
In-depth interviews as a data collection method: an overview



Simone Guercini is Full Professor of Management and Marketing at the University of Florence. His research interests include business marketing, international business, qualitative research, and heuristics. He published several books and articles in journals such as Industrial Marketing Management, Journal of Business Research, European Journal of Marketing, International Business Review, International Marketing Review. Simone's methodological focus is on the interview as a relational process and the hybridisation of methodologies in marketing and management research.

The Phenomenology of Depth Interviewing

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 and the long interview she studies experiential consumption, multisensory consumption and 'the body.' Rebecca's research has appeared in international marketing and management journals including the Journal of Consumer Research and the Journal of Management Studies.



Analysis, interpretation and ethics of depth interviewing



Rachel Ashman is a Reader in Marketing at the University of Liverpool Management School. Her interests span consumer research and management, exploring new technologies, consumers and markets. She specialises in qualitative research, particularly netnography, to explore consumer culture phenomena in digital contexts. Rachel has interviewed hundreds of people, spanning food bloggers, fashion influencers, orchestral musicians, adult entertainment consumers, etc. She has published in journals such as the Journal of Consumer Research, British Journal of Management, Sociology and Gender, Work and Organization.

Using depth interviews in business research

Emma Macdonald is Charles Huang Chair in International Business at the University of Strathclyde in Scotland. She is Director of the Stephen Young Institute for International Business at Strathclyde Business School. She is Vice Chair - Sustainability for the British Academy of Management (BAM). Her research interests include sustainability, innovation, marketing and international business.



Conducting interviews in business contexts: from theory to practice



Andrea Runfola is Full Professor of Management and Marketing at the University of Perugia. His research interests include international business, international marketing, business networks, buyer-supplier relationships, entrepreneurship, fashion and luxury management. He has published in journals such as Industrial Marketing Management, International Marketing Review, International Business Review, and Journal of Business & Industrial Marketing.

TARGET

- Junior Researchers (rtd a) and Senior Researchers (rtd b, rtt)
- 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
- Motivation for their interest in depth-interviews

WHERE

Hotel il Mulino, Firenze, Italy

FEES

Include School, three meals per day and accommodation at Hotel Mulino di Firenze.

	Double Room (early bird, no later than 2 nd June 2025)*	Double Room (regular, from 2 nd June 2025 to 27 th June)*
SIMA-SIM-BAM Member	550	650
without accommodation	470	570
Non-SIMA-SIMBAM Member	650	750
without accommodation	570	670

* accommodation is meant in a double room shared with another participant
Single rooms may be available upon request in a different facility at a separate rate, depending on hotel availability

ACCOMMODATION

(included in the FEE)



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SCIENTIFIC COMMITTEE

Rossella C. Gambetti, *Università Cattolica del Sacro Cuore*
Maurizio La Rocca, *Università della Calabria*
Matilde Milanese, *Università di Firenze*

How to reach Hotel Il Mulino from Firenze

The hotel is located at 20 minutes by car from the Santa Maria Novella Railway Station in Firenze. It is located at 10 minutes by car from Firenze Campo di Marte Railway Station. It can be conveniently reached by taxi from the stations.

CONTACTS

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