



Società Italiana di
MANAGEMENT



BRITISH ACADEMY
OF MANAGEMENT



Società Italiana
Marketing

SIMA-SIM-BAM SCHOOL OF RESEARCH METHODS

Summer Edition: *In-depth interview*

Hotel Il Mulino, Firenze
July 2-4, 2025

Program



Welcome, Registration and Check-in

July 2, 2025, 13:30-14:00

Hotel Il Mulino di Firenze

Via Villamagna 119

50126 Firenze

Rossella C. Gambetti – Università Cattolica del Sacro Cuore

Maurizio La Rocca – Università della Calabria

Matilde Milanese – Università di Firenze



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

July 2, 14.00-17.30
Hotel Il Mulino, Firenze

Simone Guercini is Full Professor of Management and Marketing at the Department of Economics and Management of the University of Florence (Italy). He got a Ph.D. in Economics at Sant'Anna School of Pisa and completed his doctoral studies at SPRU, Sussex University. His research interests include business marketing, international business, qualitative research, and heuristics. He published several books and around one hundred articles in journals, including *Industrial Marketing Management*, *Journal of Business Research*, *Global Strategy Journal*, *Management Decision*, *Journal of Business & Industrial Marketing*, *European Journal of Marketing*, *International Business Review*, *International Marketing Review*, *Journal of Cleaner Production*, *Mind & Society*, and *Journal of Fashion Marketing and Management*, among the others. He is interested in the topics of qualitative research methodologies and in particular those related to case research. In this respect, his interest is particularly related to the topic of the interview as a relational process and the hybridisation of methodologies adopted in marketing and management research.

Content

- An introduction to qualitative methodologies with a focus on the case study method
- Relationship between research strategy, collection method and type of evidence in qualitative research
- Collection method in qualitative research. An history of the interview
- Types of interviews and types of evidence
- Structured interviewing
- Individual in-depth interview; group interview, focus group
- Biographical reconstruction and oral history
- Creative and postmodern interviewing, gendered interviews
- Framing and interpreting interviews
- Ethnographic interview and the relation with participant observation
- The interviewing process
- In person versus online interviewing
- Elements of the interviewing task: protocol, interviewer training, the profile of the interviewees
- Empathic communication, communication distortions
- The interview as a relational process: interacting and networking in interviewing
- On the researcher-manager interface

Teaching materials

Asad, A. Z. (2003). Research Interview: A Reflexive Account. *Justice, Law & Society*, 29, 11.

Benney, M. & Hughes (1956). Of sociology and the interview, *American Journal of Sociology*, 62, 137-142.

- Fontana, A., & Frey, J. H. (1994). The interview. The art of science, in Danzin and Lincoln (Eds) Handbook of qualitative research, Sage, 361-376.
- Fontana, A., & Frey, J. H. (2005). The interview. The Sage handbook of qualitative research, 3(1), 695-727.
- Furlotti, R. (1998). L'intervista come relazione significativa. Il ciclo metodologico della ricerca sociale, Franco Angeli, Milano, 164-212.
- Gilmore, A., & Carson, D. (1996). "Integrative" qualitative methods in a services context. Marketing Intelligence & Planning, 14(6), 21-26.
- Gragg, C.I. (1951). Because wisdom can't be told. In The Case Method of Teaching Human Relations and Administration: An Interim Statement (pp. 3-12). Harvard University Press.
- Guercini, S. (2004). Developing the researcher-manager interface in the case analysis process. Management Decision, 42(3/4), 464-472.
- Guercini, S. (2014). New qualitative research methodologies in management. Management decision, 52(4), 662-674.
- Guercini, S. (2019). Heuristics as tales from the field: the problem of scope. Mind & Society, 18(2), 191-205.
- Jennings, G. R. (2005). Interviewing: a focus on qualitative techniques.
- Lobe, B., Morgan, D. L., & Hoffman, K. (2022). A systematic comparison of in-person and video-based online interviewing. International Journal of Qualitative Methods, 21, 16094069221127068.
- Marton, F. (1981). Phenomenography—describing conceptions of the world around us. Instructional science, 10(2), 177-200.
- Mills, C. W. (1980). On intellectual craftsmanship. Society, 17(2), 63-70.
- Mintzberg, H. (1979). An emerging strategy of "direct" research. Administrative Science Quarterly, 24(4), 582-589.
- Payne, S. L. B. (2014). The art of asking questions: Studies in public opinion, Princeton University Press.
- Pihlanto, P. (1994). The action-oriented approach and case study method in management studies. Scandinavian Journal of Management, 10(4), 369-382.
- Platt, J. (1981). On interviewing one's peers. British Journal of Sociology, 75-91.
- Skinner, J. (2012). The Interview: An ethnographic approach. A&C Black.
- Van Maanen, J. (2011). Tales of the field: On writing ethnography. University of Chicago Press.
- Yin, R. K. (2009). Case study research: Design and methods. Sage.

The phenomenology of depth interviewing

July 3, 9.00-12.30

Hotel Il Mulino, Firenze

Rebecca Scott is Senior Lecturer in Marketing and Strategy at Cardiff Business School. Her research focuses on the social and cultural aspects of consumer research. Using qualitative approaches, particularly ethnography 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. She received the 2018 Sidney J. Levy award for a best dissertation-based paper in the field of consumer culture. In addition, her work on the consumption of pain has appeared in thirty-two global news outlets including The Atlantic and The Guardian. Prior to joining the academic world, Rebecca worked for 8 years in private firms including: Google, Ogilvy, Toyota and Mission Media.

Content

This interactive session will synthesise lecture segments, interactive workshops, Padlet bulletin boards underpinned by leading research on the phenomenology of depth interviewing to reveal the lived experience of interviewing.

Learning objectives:

- How to begin an interview journey
- Addressing ontological and epistemological implications in interview questions
- Recruiting participants
- How to be an active listener
- Embracing emotional journeys during interviews
- How to gain deep and valuable insights from interviewees
- The role of identities
- The role of location and safety
- The role of the body
- How to adjust the guide based on emergent insights
- How to follow up with participants afterwards
- How to record your notes and insights from the interview
- How to incorporate insights in your analysis and interpretation
- What do participants get from interviews?
- How to keep your participants involved in the research
- How to integrate and triangulate your interview data with ethnographic data

Teaching materials

Adler, P. A., and Adler, P. (2002), The reluctant respondent in "Handbook of interview research: Context & method" Thousand Oaks: London, UK

- Bevan, Mark T. (2014), A method of phenomenological interviewing, *Qualitative Health Research*, 24(1), 136-144
- Copes, Heith, Hochstetler, Andy and Anastasia Brown (2013), Inmates' perceptions of the benefits and harm of prison interviews, *Field Methods*, 2013, 25(2), p.182-196
- Corbin J. and JM Morse (2003), The unstructured interactive interview: issues of reciprocity and risks when dealing with sensitive topics, *Qualitative Inquiry*, 9(3), 335–354
- Crawford, Brett., Todd H. Chiles, and Sara R. S. T. A. Elias, (2021) Long Interviews in Organizational Research: Unleashing the Power of “Show and Tell”, *Journal of Management Inquiry*, Vol. 30(3) 331–346.
- Golombisky, K. (2006), “Gendering the interview: feminist reflections on gender as performance in research”, *Women’s Studies in Communication*, 29(2), pp. 165- 92.
- Grant McCracken (1988): *The Long Interview*, “Qualitative Research Methods Volume 13”, Sage Publications: California.
- Herzog, Hanna (2005), On Home Turf: Interview Location and Its Social Meaning, *Qualitative Sociology*, 28(1), 25-47.
- Martiny KM, Toro J and Høffding S (2021) Framing a Phenomenological Mixed Method: From Inspiration to Guidance. *Frontiers in Psychology*.
- Silverman, D. (2017). How was it for you? The Interview Society and the irresistible rise of the (poorly analyzed) interview. *Qualitative Research*, 17(2), 144–158.
- Spradley, James P (1979), *The Ethnographic Interview*, Waveland Press Inc: Long Grove, Illinois.
- Vogl, Susanne, Eva-Maria Schmidt & Ulrike Zartler (2019), Triangulating perspectives: ontology and epistemology in the analysis of qualitative multiple perspective interviews, *International Journal of Social Research Methodology*, 22(6), 611-624 |

Analysis, interpretation and ethical management of depth interviews

July 3, 14.00-17.30

Hotel Il Mulino, Firenze

Rachel Ashman is a Reader in Marketing at the University of Liverpool Management School. Through a cross-disciplinary approach, her interests span consumer research and management, exploring new technologies, markets, consumers, and ways of working. Rachel specialises in qualitative research methods, particularly netnography and auto-netnography, to explore consumer behaviour and cultural phenomena in digital contexts. During her career, Rachel has interviewed hundreds of people, spanning food bloggers, fashion influencers, orchestral musicians, adult entertainment consumers and many more besides. She has published her work in journals such as the *Journal of Consumer Research*, *British Journal of Management*, *Sociology and Gender, Work and Organization*, among others. Her work has been funded by the ESRC IAA, Innovate UK, and industry partners. Rachel currently serves as an Associate Editor for *Marketing Theory*.

Content

The focus of this session is for students to gain practical skills, develop their ethical awareness, and learn about interview techniques.

- Intro: Overview, my interview approach (guide design: theoretical/emergent, question types, rapport-building, active listening, probing for depth, different forms of elicitation e.g., creative elicitation/browsing together).
- Interview Practice:
 - Brief: Guideline writing: Pairs write short guide on a simple topic
 - Interview & Reflect: Interview each other, then reflect on what worked/didn't.
- Coding: Coding intro, hands-on activity with transcript excerpt, discuss challenges.
- Interpretation: Moving from codes to themes, triangulation with other data, representing data in writing (quotes).
- Ethics: Ethical review, informed consent, privacy/anonymity (cloaking data), sensitive issues (examples from my research).
- Theory & Conclusion: Developing theory from data, Q&A, wrap-up.

Teaching materials

Arsel, Z. (2017) 'Asking Questions with Reflexive Focus: A Tutorial on Designing and Conducting Interviews', *Journal of Consumer Research*, 44(4), pp. 939–948. doi: 10.1093/jcr/ucx096.

Ashman, R., Radcliffe, L., Patterson, A. and Gatrell, C. (2022) 'Re-ordering motherhood and employment: mobilizing "Mums Everywhere" during Covid-19', *British Journal of Management*, 33(3), pp. 1125-1143.

McCracken, G. (1988). *The Long Interview: Qualitative Research Methods Series 13*, London: Sage Publications Ltd.

King, N., Horrocks, C. and Brooks, J. (2019) *Interviews in Qualitative Research*, 2nd edn. London: Sage Publications Ltd.

Kozinets, R.V., Patterson, A. and Ashman, R. (2017) 'Networks of Desire: How Technology Increases Our Passion to Consume', *Journal of Consumer Research*, 43(5), pp. 659–682. doi: 10.1093/jcr/ucw061.

Using depth interviews in business research

July 4, 8:30-12:00

Hotel Il Mulino, Firenze

Emma Macdonald is Charles Huang Professor and 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). She is also a Fellow of the Higher Education Academy (FHEA), and a Fellow of the Royal Society of Arts (FRSA). Her research interests include sustainability, innovation, marketing and international business. She has published in numerous leading journals including *Journal of Marketing*, *Journal of Academy of Marketing Science*, *Journal of Product Innovation Management*, *Journal of Service Research*, *Journal of Retailing*, *Journal of Business Research*, *Technology Forecasting & Social Change*, *Journal of Cleaner Production*, and *Harvard Business Review*. Prior to becoming an academic, Emma worked in marketing research and telecommunications marketing in Sydney.

Content

Using depth interviews in the context of business research

- how to write an interview protocol;
- how to conduct, analyse and interpret depth interviews in business/organizational settings;
- how to integrate them with other qualitative techniques;
- how to represent interview data in your academic research;
- how to use them to develop theoretical insights;
- ethics, privacy and confidentiality issues in dealing with interviewees and their representation in our research.

Teaching materials

Arkadan, F., Macdonald, E. K., & Wilson, H. N. (2024). Customer experience orientation: Conceptual model, propositions, and research directions. *Journal of the Academy of Marketing Science*, 52(6), 1560-1584.

Macdonald, E. K., Kleinaltenkamp, M., & Wilson, H. N. (2016). How business customers judge solutions: Solution quality and value in use. *Journal of marketing*, 80(3), 96-120.

Tuli, K. R., Kohli, A. K., & Bharadwaj, S. G. (2007). Rethinking customer solutions: From product bundles to relational processes. *Journal of marketing*, 71(3), 1-17.

Watson, R., Wilson, H. N., & Macdonald, E. K. (2025). Engagement logics: How partners for sustainability-oriented innovation manage differences between organizational logics. *Journal of Product Innovation Management*, 42(2), 310-337.

Zeithaml, V. A., Jaworski, B. J., Kohli, A. K., Tuli, K. R., Ulaga, W., & Zaltman, G. (2020). A theories-in-use approach to building marketing theory. *Journal of Marketing*, 84(1), 32-51.

Conducting Interviews in Business Contexts: From Theory to Practice

July 4, 13.30-17.00
Hotel Il Mulino, Firenze

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 articles in leading journals, including *Industrial Marketing Management*, *International Marketing Review*, *International Business Review*, *Journal of Business & Industrial Marketing*, *Journal of Consumer Marketing*, *Entrepreneurship & Regional Development*, and *European Management Journal*. Andrea currently serves as Associate Editor for *Management Decision* and is co-coordinator of the International Business SIMA Thematic Group. He received the FIU/AIB Best Theory Paper Award at the AIB (Academy of International Business) Annual Meeting in Seoul 2024. As part of his research, Andrea has conducted numerous interviews with managers, entrepreneurs, and other stakeholders across different organizations, including small and medium-sized enterprises and large multinationals.

Content

This session aims to provide students with advanced skills for preparing and conducting interviews with various interviewees in management and marketing qualitative research. It includes group work and interview simulations organized as follows:

- Preparing for interviews in business contexts: group work and discussion
- Aligning the interview guide with the research aims
- Conducting a semi-structured interview in a business context: simulation
- Following best practices when conducting interviews in a business context
- Avoiding common pitfalls when conducting interviews in a business context

Teaching materials:

- Milanesi, M., Runfola, A., & Guercini, S. (2024). Exploring the internationalization pathways of luxury SMEs: is there an asset of foreignness?. *International Marketing Review*, 41(3/4), 806-826.
- Runfola, A., Milanesi, M., & Guercini, S. (2023). Relationship resilience and exogenous events: The role of relational dynamics. *Industrial Marketing Management*, 109, 146-153.
- Runfola, A., Perna, A., Baraldi, E., & Gregori, G. L. (2017). The use of qualitative case studies in top business and management journals: A quantitative analysis of recent patterns. *European Management Journal*, 35(1), 116-127.
- Guercini, S., La Rocca, A., Runfola, A., & Snehota, I. (2015). Heuristics in customer-supplier interaction. *Industrial Marketing Management*, 48, 26-37.
- Gehman, J., Glaser, V. L., Eisenhardt, K. M., Gioia, D., Langley, A., & Corley, K. G. (2018). Finding theory-method fit: A comparison of three qualitative approaches to theory building. *Journal of Management Inquiry*, 27(3), 284-300.