



Doing Qualitative Research in Accounting

Workshop

with **Robert Scapens** (Manchester Business School), **John Burns** (University of Exeter),
Carlos Larrinaga (University of Burgos), **Carmen Correa** (University Pablo de Olavide)

September 14, 2015
IESE Business School, Av. Pearson, 21-Barcelona

Organizing Committee: Hanno Roberts, (Norwegian Business School; Chairman),
Oriol Amat (Universitat Pompeu Fabra), Jordi Carenys (EADA),
Albert Fernández (IESE) and Josep M. Rosanas (IESE)

The workshop aims to stimulate the use of qualitative research methodology in accounting in Spain. The strategy to achieve this is to provide practical help from experienced academics, addressing the ‘how to’ question.

Drawing on their decades of experience doing qualitative research and as editors of renowned research journals, Robert Scapens and John Burns will provide the practical insights and academic tradecraft on how to do qualitative research.

The workshop is directed to those who want to do qualitative accounting research, those who are already in the process of doing or having completed a qualitative research study and wonder how to write up and publish it, and those who want to teach and divulge how to do qualitative accounting research.



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PROGRAM

08:30 - 09:00	Registration
09:00 - 09:15	Welcome + practicalities
09:15 - 10:15	Robert Scapens, Manchester Business School, U.K. Based on his considerable experience conducting and supervising qualitative research projects, Bob will draw on material from the courses on qualitative research methods which he teaches at various universities across Europe. Specifically, he will discuss practical issues in case study research, interviewing, data analysis and how to write up case study research.
10:15 - 11:00	Questions & Answers
11:00 - 11:30	Coffee break
11:30 - 12:30	John Burns, University of Exeter, U.K. Based on 20+ years of doing management accounting case study research, adopting qualitative methods, John will discuss the various challenges involved in designing a research project and establishing research questions, how to use (social) theory to open up and clarify case findings, as well as how to get published.
12:30 - 13:15	Questions & Answers
13:15 - 14:15	Lunch
14:15 - 15:00	Carlos Larrinaga, University of Burgos Based on Bob's presentation and his own experience in doing qualitative research, Carlos will localize the insights, focusing his practical comments on the Spanish issues that are specifically prominent in designing and writing up case study research in Spain.
15:00 - 15:30	Questions & Answers
15:30 - 16:00	Coffee break
16:00 - 16:45	Carmen Correa, University Pablo de Olavide, Seville Based on John's presentation and her own experience in doing qualitative research, Carmen will further localize how to merge theory with field data within the Spanish context, and how to get it published given existing Spanish circumstances.
16:45 - 17:30	Questions & Answers
17:30 - 18:00	Summary + group photo

Registration and costs:

PhD-students: 50€, non-PhD participants: 70€. The fee includes registration, materials, coffee & lunch.

Payment by bank transfer of the appropriate amount into bank account ES76 2100 3060 53 2201603253, mentioning "Qual Acc Research workshop".

Registration by sending an email to info@accid.org. Registration is only definite once payment is received.

With the collaboration of:

