

THE 2nd EUROPEAN COLLOQUIUM
ON QUALITATIVE RESEARCH METHODS IN BUSINESS AND ACCOUNTING
PROGRAM

Monday 3 April 2017

- 9.00 am **Registration and Coffee**
- 9.30 am **Opening**
- 9.45 am **Plenary Lecture: Back to the Future: Strategising Qualitative Research- Prof. Lee Parker (1 hr presentation);**
- 10.45 am Coffee break
- 11.15 am **Lecture 1: Theoretical Approaches in Qualitative Research – Prof. Ingrid Jeacle (1 hr presentation);**
- 12.15 pm **Small groups workshop 1: Theoretical Approaches in Qualitative Research**
- 1.15 pm Lunch
- 2.30 pm **Lecture 2: Mixed Methods – Prof. Ileana Steccolini (1 hr presentation)**
- 3.30 pm **Small groups workshop 2: Mixed Methods**
- 4.30 pm Coffee break
- 5.00 pm **Lecture 3: The Gioia Method – Prof. Chris Carter (1 hr presentation);**
- 6.00 pm Close Day 1 sessions
- 7.30 pm Informal dinner

Tuesday 4 April 2017

- 9.00 am **Lecture 4: Netnography – Prof. Ingrid Jeacle (1 hr presentation);**
- 10.00 am **Small groups workshop 4: Netnography**
- 11.00 am Coffee Break
- 11.30 am **Lecture 5: Ethnography in elite settings – Prof. Chris Carter (1 hr presentation);**
- 12.30 pm Lunch
- 2.00 pm **Lecture 6: Discourse analysis – Prof. Ileana Steccolini (1 hr presentation);**
- 3.00 pm **Small groups workshop 4: Discourse analysis**
- 4.00 pm Coffee Break
- 4.30 pm **Panel Session with Questions & Answers: Everything You Wanted to Know About Qualitative Research – Chair Prof. Lee Parker Panelists Profs Jeacle, Steccolini, Carter (1 hr);**
- 5.30 pm **Close of Colloquium**