



UNIVERSITÀ  
di **VERONA**

Dipartimento  
di **ECONOMIA AZIENDALE**

## INTRODUCTION IN QUALITATIVE METHODOLOGIES IN MANAGEMENT STUDIES

*April 2 - 3, 2020 from 9:00 to 14:00*

*University of Verona, Department of Management  
Santa Marta, Via Cantarane 24, Verona, Italy*

### **Program**

The role of qualitative research in the scientific research cycle.

Main steps of qualitative research.

Triangulation.

Interviewing.

Focus groups.

Coding.

Content analysis.

Some possible use of case studies: critical studies, inductive studies, narratives.

Analysis of exemplary papers.

Exercises (application of the concepts to the PhD students' ongoing research).

### **Teaching**

Prof. Francesca Ricciardi, University of Turin

### **Coordinator**

Cecilia Rossignoli, University of Verona