



AIDEA - Italian Academy of Business Administration and  
Management

*Summer school on research methods in  
management studies*

*III Edition*

*Capri, 14-18 September 2015*

September 28, 2015



## AIDEA Capri Summer School

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organized by

Department of Economics, Management, Institutions at University of Napoli Federico II

in cooperation with

Cardiff Business School, Cass Business School, Essec Business School, Grenoble Ecole de Management, HEC Paris, Keele University, University of Innsbruck, Stockholm School of Economics & Score, Aalto University and Second University of Napoli



Cass Business School  
CITY UNIVERSITY LONDON

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BUSINESS SCHOOL



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PARIS



Keele  
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Aalto University  
School of Business



in cooperation with  
Fondazione Axel Munthe



VILLA SAN MICHELE  
FONDAZIONE AXEL MUNTHE

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## 1 Welcome address

It is sincere pleasure for me to welcome you to a thought-provoking five days of learning intended to enrich and strengthen your skills in undertaking qualitative research.

I hope you will find the 2015 AIDEA Capri Summer School enjoyable and beneficial to advance with your research project. This year we have an intense program that combines plenary lectures, roundtable group discussion and seminar discussions so I am sure you will find there is much to take away with you and discuss.

The 2015 AIDEA Capri Summer School provides you the opportunity to learn about various qualitative methods in social science, with an overview of principles and practices.

By the end of the School, I hope you will have deepened and broadened your understanding of the relevance, challenges and implications of applying various qualitative methods.

Highly experienced scholars, who will guide you throughout the School and will provide feedback on your research projects, compose the Faculty of the 2015 AIDEA Summer Schools. They will help you to develop a critical attitude towards research design, understanding the potential contributions of diverse methods to your own research projects.

My hope is that the 2015 AIDEA Capri Summer School, situated in a beautiful location by the sea, also provides the ideal setting to relax and engage in authentic and creative dialogues and I wish you a very productive and passionate exchange during the Summer School.

I hope that all the information provided will assist you in making the most of your time with us. On behalf of this year's Faculty, I wish you a stimulating and pleasant time on the island of Capri.



Figure 1: Villa Orlandi: the main venue

Prof. Riccardo Mercurio  
*Scientific Committee Chair*

## 2 Programme

- 14<sup>th</sup> September: all the events will take place in Villa Axel Munthe.
- 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> & 18<sup>th</sup> September: All the other events and lectures will be held in Villa Orlandi.

Here you may find practical information:

1. Villa Axel Munthe. From Capri take the bus to Anacapri. Get off at Piazza Vittoria (the main stop), walk up the steps opposite the bus stop and continue along the little lane to the left.

Phone: +39-081-8371401 Fax: +39-081-8373279

Villa San Michele V.le Axel Munthe 34, 800 71 Anacapri - ITALY

2. Villa Orlandi is situated just steps away from Piazza Boffe, the heart of the historic center of Anacapri. Today Villa Orlandi houses the University of Naples' International Center of Scientific Culture, and its rooms are used to host seminars and academic meetings of international importance.

Via Finestreale, 2 - Anacapri 80071 ITALY.

How to reach Villa Orlandi: from the Piazza Vittoria bus stop in Anacapri, follow the suggested route [to Villa Orlandi](#)



Figure 2: Villa Orlandi during the 2014 Edition



Figure 3: Villa Axel Munthe

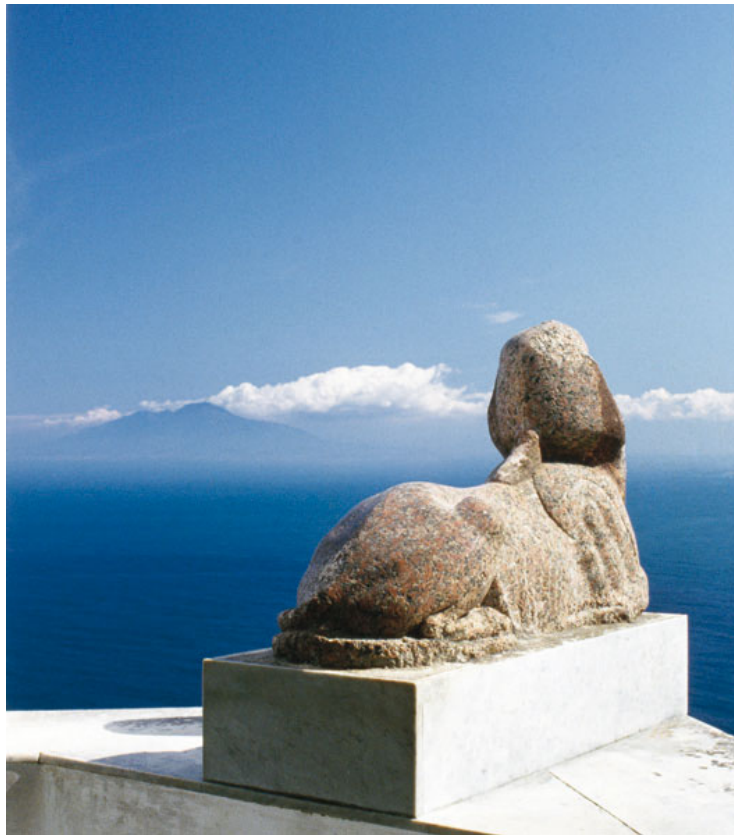


Figure 4: Sphinx at Villa San Michele

14 <sup>th</sup> September			
1.00	.	2.00 pm	Registration
2.00	.	2.30 pm	Introduction
2.30	.	4.00 pm	Ontological inquiry & epistemologies of managerial studies
			Discussion
4.00	.	4.30 pm	Coffee break
4.30	.	5.15 pm	Speed date and definition of the working groups





Figure 5: Villa Jovis

15 <sup>th</sup> September			
9.00	.	10.45	am
Qualitative data analysis			
Discussion			
10.45	.	11.15	am
Coffee break			
11.15	.	1.00	pm
Exploring ideas or exploiting theories?			
Discussion			
1.00	.	2.00	pm
Lunch			
2.00	.	3.45	pm
Working groups			





Figure 6: Via Krupp

16 <sup>th</sup> September			
9.00	.	10.45	am
Structuring a qualitative inquiry			
Discussion			
10.45	.	11.15	am
Coffee break			
11.15	.	1.00	pm
Parallel sessions			
<i>a) Interviewing across language boundaries and interacting with corporate elites</i>			
<i>b) Conducting and analysing interviews between talk and conduct</i>			
<i>c) Multi-disciplinary research</i>			
Discussion			
1.00	.	2.00	pm
Lunch			
2.00	.	3.45	pm
Working groups			

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17 <sup>th</sup> September			
9.00	.	10.45	am
			Reviewing and being reviewed
			Discussion
10.45	.	11.15	am
			Coffee break
11.15	.	1.00	pm
			Parallel sessions: methods and tools
			<i>a) Creating Effective Diagrams</i>
			<i>b) Comparative Case Analysis</i>
			<i>c) Potential and pitfalls of online research</i>
			Discussion
1.00	.	2.00	pm
			Lunch
2.00	.	3.45	pm
			Parallel sessions: presentations

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Figure 7: Marina Grande

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18 <sup>th</sup> September			
9.00	.	10.45	am
			Developing a convincing argument
			Discussion
10.45	.	11.15	am
			Coffee break
11.15	.	1.00	pm
			Parallel sessions: presentations
1.00	.	1.30	pm
			Closing remarks and Announcement of the IV Edition

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Figure 8: la Certosa di Capri and I Faraglioni

### 3 Faculty and Scientific Committee

#### Faculty

- Hugh Willmott, Cardiff Business School & Cass Business School (chair)
- Marcos Barros, Grenoble Ecole de Management
- Emma Bell, Keele University
- Marie-Laure Djelic, ESSEC Business School
- Roberto Di Pietra, University of Siena
- Staffan Furusten, Stockholm School of Economics & Score
- Gazi Islam, Grenoble Ecole de Management
- Afshin Mehrpouya, HEC Paris
- Rebecca Piekkari, Aalto University
- Mike Wallace, Cardiff Business School
- Richard Weiskopf, Innsbruck University

## Scientific Committee

- Riccardo Mercurio, University of Naples Federico II (chair)
- Vincenzo Maggioni, Second University of Naples
- Riccardo Viganò, University of Naples Federico II
- Marcello Martinez, Second University of Naples
- Gianluigi Mangia, University of Naples Federico II



Figure 9: I Faraglioni

## 4 Faculty members' Bios

**Marcos Barros** is a professor of Organization Studies at Grenoble École de Management, France. He completed his PhD at HEC Montreal (Canada) where he developed research on institutional change and resistance in community based organizations. His current research interests include critical discourse analysis, new social media, critical perspectives on change and resistance, institutional contradictions and micro institutional dynamics, and non-profit organizations. His work has been published on Organization Studies, Organization Science, and Journal of Management Inquiry.

**Emma Bell** is Professor of Management and Organisation Studies at Keele University, UK. She is interested in the critical study of management and organizational behaviour in a range of contexts, including her own. Her research is informed by a commitment to understanding cultures and focuses on learning and change and the role of spirituality and belief in organizations. She also teaches and writes about methods and methodologies of management research. In addition to publishing her work in scholarly journals she is the author of *Reading Management and Organization in Film* (2008), co-author of *Business Research Methods* (3rd ed. 2011) and *A Very Short, Fairly Interesting and Reasonably Cheap Book about Management Research* (2013), and co-editor of the *Routledge Companion to Visual Organisation* (2013). She is an Executive member of the Critical Management Studies Division of the Academy of Management and serves on the editorial boards of *Organization*, *Human Relations*, *Management Learning*, *Scandinavian Journal of Management*, and *Gender, Work and Organization*.

**Marie-Laure Djelic** is an historical sociologist by training. She is Professor of Management at ESSEC Business School, Director of the Research Center on Capitalism, Globalization and Governance (C2G2) and Associate Dean of the PhD Program at ESSEC Business School. In the PhD Program at ESSEC, she is teaching Social Theory and Epistemology. Her research interests include the historical transformation of capitalism and national business systems; the role of professions and social networks in the transnational diffusion of rules and practices; Globalization and the dynamics of global governance; corporate social responsibility and the ethical foundations of capitalism. Has published broadly on those issues both in book format and in some of the main journals of her field. She is the author of *Exporting the American Model* (Oxford University Press 1998), which obtained the 2000 Max Weber Award for the Best Book in Organizational Sociology from

the American Sociological Association. She has edited, together with Sigrid Quack, *Globalization and Institutions* (Edward Elgar 2003), together with Kerstin Sahlin-Andersson, *Transnational Governance* (Cambridge University Press 2006). Some of her recent publications explore the nature of the Corporation and its broad social and political consequences. In 2013, the article *When Limited Liability was (still) an Issue: Mobilization and Politics of Signification in 19th Century England* was published in *Organization Studies*. The article *Limited Liability and its Moral Hazard Implications: the Systemic Inscription of Instability in Contemporary Capitalism*, co-authored with Joel Bothello, is *Revise and Resubmit* at *Theory and Society* and the 2013 Winner of the Academy of Management (Management History Division) Halloran Award for the paper that best informs and enlightens current thinking on important issues in the field of business ethics based on historical research and/or theory. More information is available at <http://marie-laure-djelic.faculty.essec.edu/>.

**Roberto Di Pietra** is a full professor in Business Administration at the Department of Business and Law, University of Siena, Italy. Besides teaching Financial Accounting; he also holds a course in International Accounting. He has been a Faculty member of Network Harmonia (Faculty Accounting harmonisation and Standardisation in Europe: Enforcement, Comparability and Capital Markets Effects, 2000-2005); a member of the Scientific Committee that organises in collaboration with the European Institute of Advanced Studies in Management (EIASM) the International Workshop on Accounting and Regulation (since 1998); a member of the iBeacon iBEACON International Business, Economics and Accounting Collaborative Network (since 2008); a member of the Scientific Standing Committee of the EAA (since 2008). Di Pietra was also the Coordinator of the Master in Control and Innovation in SMEs. He is also responsible for the area of Accounting Harmonisation at the Doctorate programme on Governance and Business Economics. Coordinator of a Section within the Department of Business and Social Studies. Di Pietra has been involved in several international summer school (Management Accounting in Chance, ENROAC, Siena, 6th International Accounting Research Symposium, Leeds, Emerging International Scholars Summer School Accounting Research EISS-SAR, Bologna). He has taught in Master of Sciences in France, Hungary, Iran, Italy and Slovenia. He has been panelists in symposia organized at the annual congresses of the EAA and AAA.

**Staffan Furusten** is associate professor Department of management and organization, Stockholm School of Economics and he is Director of Score (Stockholm Centre for Organizational Research). Staffan Furusten's research revolves



around the construction of expertise and experts in the field of management, and how knowledge about management is created and spread. Other interests include experts as market agents and regulation and professionalisation of new forms of expertise. Furusten is currently leading the project "Management in the expert society". He also works at the Department of Management and Organisation at the Stockholm School of Economics.

**Gazi Islam** completed his Ph.D. in Organizational Behavior at Tulane University, where his research focused on organizational identity, voice, and power relations. He has served as a faculty member at Grenoble Ecole de Management, Insper, Tulane University, and the University of New Orleans. His current research interests include the organizational antecedents and consequences of identity, and the relations between identity, group dynamics and the production of group and organizational cultures. His work has been published in journals such as *Organization Studies*, *Leadership Quarterly*, *Organization*, *Human Relations*, *The American Journal of Public Health*, *Journal of Business Ethics*, and *American Psychologist*.

**Afshin Mehrpouya** received his PhD in business administration from ESSEC Business School in Paris. He is assistant professor at HEC. Afshin also holds a medical degree from Tehran University of Medical Sciences and an MBA from York University in Canada. Afshin has also been a visiting scholar at the Center for Analysis of Risk and Regulation at the London School of Economics. He has several years of environmental, social and governance rating and management experience in a leading global firm. Afshin has recently spoken at conferences organized by the World Health Organization and the United Nations. Afshin investigates responsible investments, impact of ratings on company practices and transnational governance of transparency and disclosure. Using interpretive accounting and institutional frameworks, Afshin investigates how new forms of governance such as ratings, indices and other normative instruments emerge and how multiple normative instruments, rules and standards affect companies practices.

**Rebecca Piekkari** is Professor of International Business at Aalto University, School of Business (formerly known as Helsinki School of Economics). Her research focuses on the challenges of managing multinational corporations. She has contributed to two main research streams, language in international business and the use of qualitative methods, particularly the case study in international business and management research. She has also participated in a discussion about language as a methodological question in management and organization studies. Her work

has been published in journals such as the Academy of Management Review, Journal of Management Studies, and Journal of International Business Studies as well as in several handbooks in the area.

**Mike Wallace** is a Professor of Public Management at Cardiff Business School, UK. He researches the process of managing public service change, recently investigating the role of leadership development initiatives to facilitate politically-driven reform. He has a particular interest in coping with the ambiguities and ironies that such change generates. Mike is also concerned with the career-long development of researchers. He has studied how internationally acknowledged social scientists (including those from the business and management field) acquired their expertise, and how they contribute to developing the next generation. Mike has extensive experience as a research trainer, and has served as an adviser on researcher development for the UK's main social science research funding agency. He is co-author of the textbook Critical Reading and Writing for Postgraduates, published by Sage, now in its second edition.

**Richard Weiskopf** is a Professor at the Department of Organization and Learning at the School of Management, University of Innsbruck. His research and teaching focuses on the critical evaluation of management practices as well as on ethical and aesthetic dimensions of organization. Recent work focusing on ethics and power relations in organizations practices appeared in the journals Organization, Organization Studies and Culture and Organization. In Innsbruck he is responsible for the Master program Organization Studies.

**Hugh Willmott** is Professor of Management at Cass Business School and Research Professor in Organization Studies, Cardiff Business School having previously held professorial appointments at Cambridge (Judge Business School) and UMIST (now Manchester Business School). He has led a number of research projects and successfully supervised numerous PhD students. He currently serves on the board of Academy of Management Review as well as a long-serving member on other international journals such as Organization Studies, Journal of Management Studies, and he is an Associate Editor of Organization. He has contributed to a wide range of management and social science journals, and has published over 20 books. In 2011 he was awarded an honorary doctorate at Lund University. Full details can be found on his homepage <https://sites.google.com/site/hughwillmottshomepage>

## 5 Readings

### 5.1 Required readings

1. Willmott, H. & Bell, E. (2015). Editor's Introduction: Qualitative Research. Themes and Prospects, in H. Willmott & E. Bell (eds.). *Qualitative Research in Business and Management*, Vol. I, pp. xxi-l, Sage, London.

Reading required for *Ontological inquiry and epistemologies of managerial studies* scheduled on September 14<sup>th</sup>

2. Stebbins, R.A. (2001). Exploratory Research in the Social Sciences. What is exploration?, in R.A. Stebbins (ed.) *Exploratory Research in the Social Sciences*, p. 2-18, Sage, Thousand Oaks.

Reading required for *Exploring ideas or exploiting theories* scheduled on September 15<sup>th</sup>

3. Gergen, M.M. & Gergen, K.J., (2000). Qualitative inquiry: Tensions and transformations, in N.K. Denzin & Y. Lincoln (eds.). *Handbook of qualitative research* 2<sup>nd</sup> edition, pp: 1025-1046, Sage, Thousand Oaks

Reading required for *Structuring a qualitative inquiry* scheduled on September 16<sup>th</sup>

4. Hewson, C., & Laurent, D. (2008). Research design and tools for Internet research, in N. G., Lee, R. M., & Blank, G. (eds.), *The Sage handbook of online research methods*, p.58-78. Sage, London.

Reading required for *Potential and pitfalls of online research* scheduled on September 17<sup>th</sup>

5. Wallace, M. & Wray, A., (2011). Scholarly Reading as a Model for Scholarly Writing, in T. Rocco & T. Hatcher (eds.), *Handbook of Scholarly Writing and Publishing*, Jossey-Bass, San Francisco.

Reading required for *Developing a convincing argument* scheduled on September 18<sup>th</sup>

## 5.2 Optional readings

1. Ahrens, T. & Chapman, C. (2014). "In defense of the double-blind review". eea newsletter , issue 2/2014, pp. 13-14
2. Alvesson, M. & Sandberg, J. (2011). "Generating Research Questions Through Problematization". Academy of Management Review, Vol. 36, No. 2, 247271.
3. Beattie, V. (2014). "Reviewer shortage creates crisis for journal peer review system". eea newsletter, issue 2/2014, pp. 10-12
4. Bedeian, A.G. (2004). "Peer Review and the Social Construction of Knowledge in the Management Discipline". Academy of Management Learning and Education, Vol. 3, No. 2, 198216.
5. Bell, E. & Davison, J. (2013). "Visual Management Studies: Empirical and Theoretical Approaches". International Journal of Management Reviews, Volume 15, Issue 2, pages 167184.
6. Bell, E. & Thorpe, D. (2013). In Search of Management Research, in E. Bell & D. Thorpe, A Very Short, Fairly Interesting and Reasonably Cheap Book about Management Research, SAGE, London.
7. Dicks, (2005) Qualitative Research and Hypermedia. Sage: London (chapter 2)
8. Ferraro, F. Pfeffer, J. & Sutton, R. I. (2005). "Economics Language and Assumptions: How Theories Can Become Self-Fulfilling". Academy of Management Review, Vol. 30, No. 1, 824.
9. Fielding et al. (2008) Online Research Methods. Sage: London (Chapter 4)
10. Flax, J. (1981). "Why Epistemology Matters: A Reply to Kress". The Journal of Politics, 43(4): 1006-24.
11. Ghoshal, S. (2005). "Bad Management Theories Are Destroying Good Management Practices", Academy of Management Learning & Education, vol. 4, no. 1:75-91.
12. Greenland, P. & Fontanarosa, P.B. (2012), "Editorial: Ending Honorary Authorship", Science, Vol. 337.
13. Kozinets (2010) Netnography. Sage: London (Chapter 3)

14. Lam, A. (2000). "Tacit Knowledge, Organizational Learning and Societal Institutions: An Integrated Framework". Organization Studies, 21: 487.
15. Langley, A. (1999). "Strategies for theorizing from process data Academy of Management". The Academy of Management Review; Oct, 24, 4:691:710.
16. Law, J. Ruppert, E. & Savage, M. (2011). "The Double Social Life of Methods". CRESC. : Goldsmiths Research Online
17. Markham & Baym (2009) Internet Inquiry. Sage: London (Question Two)
18. Mingers, J. & Willmott, H. (2013). "Taylorizing Business School Research: On The 'One Best Way' Performative Effects of Journal Ranking Lists", Human Relations, vol. 66 no. 8 1051-1073.
19. OMahony, S & Bechky, B.A. (2008). "Boundary Organizations: Enabling Collaboration among Unexpected Allies". Administrative Science Quarterly, 53: 422-459.
20. Oldfather, P. & West, J. (1994). "Qualitative Research as Jazz". Educational Researcher, Vol. 23, No. 8 (Nov., 1994), pp. 22-26
21. Orwell, G. (1945). "What is Science?" Tribune.
22. Rogers (2013) Digital Methods. MIT Press: Cambridge. (Chapter1)
23. Starbuck, W.H. (2003). "Turning Lemons into Lemonade : Where Is the Value in Peer Reviews?". Journal of Management Inquiry 12: 344-351.
24. Timmermans, S. & Tavory, I. (2012). "Theory Construction in Qualitative Research: From Grounded Theory to Abductive Analysis". Sociological Theory, Vol. 30, No. 3 (SEPTEMBER 2012), pp. 167-186
25. Welch, C. & Piekkari, R. (2006). "Crossing Language Boundaries: Qualitative Interviewing". International Business. Management International Review, Vol. 46, no. 4, Focused Issue on Qualitative Research Methods in International Business, 417-437.
26. Welch, C., Marschan-Piekkari, R., Penttinen, H. & Tahvanainen, M. (2002). "Corporate Elites as Informants in Qualitative International Business Research". International Business Review, Vol. 11, no. 5, 611-628.
27. Westacott, E. (1998). "Relativism: An Allegorical Elucidation". Philosophy Now, 20.

28. Wilhite, A.W. & Fong, E.A. "Coercive Citation in Academic Publishing", Science, 3 February 2012 Vol. 335.
29. Willmott, H. (2011). "Journal list fetishism and the perversion of scholarship: reactivity and the ABS list". Organization 18: 429.
30. Willmott, H. (2011). "Metric perversion", Times Higher Education.
31. Yanow, D. Ybema, S. & van Hulst, M. (2012). Practicing Organizational Ethnography, in G. Symon & C. Cassell (eds.) The Practice of Qualitative Organizational Research: Core Methods and Current Challenges, SAGE, London.
32. Zietsma, C. & Lawrence, T.B. (2010). "Institutional Work in the Transformation of an Organizational Field: The Interplay of Boundary Work and Practice Work". Administrative Science Quarterly, 55:189-221.



Figure 10: Blue Grotto

## 6 Practical Information

Luxuriant, extraordinary, and such a mild climate. Capri is a Mediterranean island of calcareous origin that has been visited over the centuries by intellectuals, artists and writers, all enthralled by its magical beauty. A mix of history, nature, worldliness, culture and events that daily blend together and bring the Legend of Capri to life; a legend that sees no comparison anywhere in the world. Capri is a picturesque island made of limestone rock. It is still one of the Mediterranean's popular spots, having been a favorite of Roman emperors, artists, writers and celebrities. The island's top attraction is the famous Blue Grotto, Grotta Azzurra. The island's main harbor is Marina Grande, where tourists arrive by boat. Beaches are scattered around the island. There are only two towns - Capri, just above Marina Grande, and Anacapri, the higher town. Lemon trees, flowers, and birds are abundant.



Here we provide you with some critical information about:

1. Public Transport
2. Excursions and places of interests
3. crucial telephone numbers

### **1. PUBLIC TRANSPORT**

UNICO CAPRI - ATC Ticket 1 way (euro)

Capri-Anacapri: 1,80

Capri-Marina Piccola: 1,80

Capri-Damecuta (heliport): 1,80

Anacapri-Marina Grande: 1,80

Anacapri-Marina Piccola: 1,80

STAIANO AUTOTRASPORTI

Anacapri-Grotta Azzurra: 1,80

Anacapri-Faro Punta Carena: 1,80

Capri-Marina Grande (tratta via D. G. Ruocco): 1,50

### **2. EXCURSIONS AND PLACES OF INTERESTS**

- Blue Grotto
- Villa San Michele
- Migliera
- I fortini
- Passetiello
- Villa Jovis
- Villa Fersen
- Punta Tragara
- Pizzolungo
- Arco naturale
- I Faraglioni
- Certosa di Capri
- Marina Piccola

If you are looking for more information about these possible excursions or about something else please do not hesitate to contact any member of the staff.

**3. CRUCIAL TELEPHONE NUMBERS**

- Police (Carabinieri): +39 0 81 837 0000
- Police (Polizia di Stato): +39 0 81 837 4211
- Capri Tourist Office: +39 0 81 837 5308 or 837 15 24
- SNAV (hydrofoil): +39 0 81 428 5111
- Caremar (hydrofoil): +39 0 81 837 0700
- Taxi:  
**Capri** : +39 0 81 837 05 43 or +39 0 81 837 64 64 (radiotaxi Capri)  
**Anacapri** : +39 0 81 837 14 14 (radiotaxi Anacapri)
- Pharmacy  
**Quisisana** : +39 0 81 8370185  
**Internazionale** : +39 0 81 837 04 85  
**Del Porto (loc. Marina Grande)** : +39 0 81 837 5844  
**Barile (Anacapri)** : +39 0 81 837 15 04

## **7 Notes**

with the support of

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