

SIMA-SIM-BAM School of Research Methods Winter Edition on Academic Writing

PROGRAM

24th-27th January 2024

LUMSA Palermo
Via Filippo Parlatore 65
90145 Palermo

Wednesday, January 24th 2024

14:15 PARTICIPANTS' REGISTRATION

14.30-15.00 "WINTER SCHOOL OPENING"

Prof. Gabriele Carapezza Figlia, Chair Department of Law, Economics and Communication, LUMSA Palermo

Profs. Giovanni Battista Dagnino, Elena Casprini, and Rossella Chiara Gambetti, Academic Directors SIMA-SIM-BAM School of Research Method - Winter Edition

15:00-18.30

"HOW TO START: WRITING INTRODUCTION"

Prof. Gerardo Patriotta, University of Bath

Despite the conventions about what constitutes a strong/original theoretical contribution, publishing academic research inevitably takes the shape of a craft that authors frequently (and quite often painfully) learn by doing. In this session, we will look at some techniques that authors can use for developing effective arguments, leveraging academic conventions in a constructive fashion, and communicating clear contributions to their audiences (editors, reviewers, and readers at large).

Gerardo Patriotta is Professor of Organization Studies at the School of Management of the University of Bath. His core areas of expertise are in organizational sensemaking and institutional theory. His research has been published in leading management journals such as the *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Journal of Management Studies*, *Journal of World Business*, *Human Relations*, *Organization Science*, and *Organization Studies*, among others. Gerardo is the past General Editor of the *Journal of Management Studies* (currently serving as Consulting Editor) and serves on the editorial board of *Organization Studies*.

20:00-22:00 SCHOOL DINNER

Thursday, January 25th 2024

9.00-12.30

“WRITING THE THEORETICAL BACKGROUND OF A QUALITATIVE PAPER”

Prof. Giuseppe Pedeliento, University of Bergamo

Whilst theory is often associated to a positivist theory-testing approach to research, qualitative research also relies heavily on theories drawn from social and human sciences. Theory, in qualitative research, is used to either deductively guide the research process, or to make theoretical sense of research findings in an inductive fashion. The aim of this lecture is to discuss the central role of theory(ies) in qualitative research and to emphasize how much a good theory and a good theoretical contribution are the reason why some publish while other perish.

Giuseppe Pedeliento (PhD) is Associate Professor of Marketing at the Department of Management of the University of Bergamo. His research focuses on B2B and B2C marketing and branding. His articles have appeared in highly ranked journals such as *Organization Studies*, *Journal of Advertising*, *Family Business Review*, *Journal of Business Research*, *Industrial Marketing Management*, *Journal of Business Ethics*, *Journal of Business and Industrial Marketing*, *Consumption, Markets and Culture*, *Journal of Service Theory and Practice*, *Journal of Product and Brand Management*, etc.

12:30-14:30 SCHOOL LUNCH

15:00-18:30 “METHODS AND FINDINGS OF A QUALITATIVE PAPER”

Prof. Stephanie Decker, University of Birmingham

This session is aimed to provide an overview of the use of qualitative methods in the management field. Writing up qualitative research for publication in business and management journals can take different forms, and there are different strategies and approaches that can make this process more complex. How to present qualitative work is tied to the paradigm of the research itself, at other times the type of journal authors submit to will influence it. We will look at some of the templates out there, and some of the alternatives, when it comes to empirical qualitative research. We also consider key elements of qualitative research presentation, such as methods and contributions, as well as the wider debate around the editorial and review standards applied to qualitative manuscripts.

Stephanie Decker is Deputy Dean and Professor of Strategy at Birmingham Business School. Her work focuses on historical approaches in Organisation Studies and Strategy, and she has published in journals such as *Academy of Management Review*, *Human Relations*, *Journal of Management Studies* and *Organization*. She is joint editor-in-chief of *Business History*, on the editorial board of *Organization Studies*, *Journal of International Business Studies* and *Accounting History*, and Co-Vice Chair for Research & Publications at the British Academy of Management. She recently co-edited the *Handbook of Historical Methods in Management* in Edward Elgar’s Research Methods in Management Series.

20:00-22:00 SCHOOL DINNER

Friday, January 26th 2024

9:00-12:30

“WRITING A THEORETICAL FRAMEWORK/THEORY SECTION OF A PAPER AS WELL AS THE DISCUSSION”

Prof. Carmelo Cennamo, Copenhagen Business School and SDA Bocconi School of Management

To write a theoretical framework we need to organize a series of concepts, together with their definitions, and existing theory/theories that are used for a particular study. The theoretical framework is expected to show an in-depth understanding of theories and concepts that are relevant to the topic of the specific research and that relates it to the broader management field or sub-field. Theoretical framework is not something that is readily available in the literature. To write of them a preliminary thorough review of pertinent research literature of theories and analytical models that are relevant to the research problem is needed. The selection of a theory should depend on its appropriateness, ease of application, and explanatory power. The theoretical framework strengthens the study in the following ways: a) an explicit statement of theoretical assumptions permits the reader to evaluate them critically; b) the theoretical framework connects the researcher to existing knowledge; c) articulating the theoretical assumptions of a research paper forces the researcher to address questions of why and how. It permits to move from simply describing a phenomenon observed to generalizing about various aspects of that phenomenon; d) a theoretical framework specifies which key variables influence a phenomenon of interest.

Carmelo Cennamo is Professor of Strategy and Entrepreneurship at Copenhagen Business School Director of the Entrepreneurship Concentration studies of the MBA Program, and Director of the Digital Markets Competition Forum. His core areas of expertise are Digital Platforms, Digital Markets, Ecosystems and his work spans different sectors including videogames, mobile apps, oil and gas, automotive, hospitality, mobility, online news, blockchain and initial coins offerings. His research has been published in leading management journals such as SMJ, OrgSci, AMD, JMS, JOM, RP, as well as *MIT Sloan Management Review*, *California Management Review*, etc.

12:30-14:30 SCHOOL LUNCH

14:30-18:00

“PANEL: ETHICS OF RESEARCH AND PROFESSION”

Panelists:

Prof. Alessandro Zattoni, LUISS,

Prof. Daniele Dalli, University of Pisa and

Prof. Arabella Mocciano Li Destri, University of Palermo

Moderators:

Prof. Giovanni Battista Dagnino, LUMSA, and Prof. Rossella Gambetti, Catholic University

A common way of defining research ethics is the norms for professional conduct that distinguish acceptable and unacceptable behaviour. Ethical norms tend to be broader and more informal than laws. An action may be legal but unethical or illegal but ethical. Why is it important to adhere to ethical norms in research? They promote the aims of research, such as knowledge, truth and avoidance of error. They help to ensure that researchers can be held

accountable to the public. They include other important moral and social values, such as social responsibility, human rights, animal welfare, compliance with the law, and health and safety.

Alessandro Zattoni is full professor of Business Economics and Management at the Department of Business and Management of the Luiss Guido Carli University, where is he the Department Chair. He is also President of EURAM-the European Academy of Management. He was full professor of Business Economics at the Department of Business and Economic Studies at the Parthenope University of Naples. Previously, he was Researcher of Business Economics at Bocconi University of Milan. He was Editor-in-chief of the Journal *Corporate Governance: An International Review*. He is also a member of the Editorial Review Board of *Journal of Management & Governance* and *Journal of Management Studies*.

Daniele Dalli is full professor of Marketing at the University of Pisa His work appeared in journals such as *Journal of Business Research*, *Managing Service Quality*, *Journal of Consumer Behavior*, *Journal of Business Ethics*, *Marketing Theory*, *Annals of Tourism Research*, *Organization Studies*, *International Journal of Hospitality Management*, and *Consumption, Markets and Culture*. He is Editor-in-chief of the *Italian Journal of Marketing* (published by Springer).

Arabella Mocciaro Li Destri is Full Professor of Management at Department of Economics, Management and Statistics of the University of Palermo. She is also Deputy Director of the dSEAS-Department of Economic, Business and Statistical Sciences at the University of Palermo, and is the President of SIMA-Italian Society of Management for the three-year period 2022-2025. She is the first woman to hold the position of President of SIMA.

20:00-22:00 SCHOOL DINNER

Saturday, January 27th 2024

9:00-12:30

“METHOD AND FINDINGS OF A QUANTITATIVE PAPER”

Prof. Daniela Andreini, University of Bergamo

Quantitative methods rely on established theories, established constructs, and proven research designs. As a result, there is an unwritten rhetorical practice to be followed when writing quantitative papers. This seminar aims to provide an overview of the most commonly used quantitative research designs, focusing on non-experimental and experimental research designs and their key characteristics. We will explore inferential questions, the types of data that can be collected, measurement instruments, testing and analysis procedures relevant to quantitative-base approaches. Additionally, we will discuss how to write effective results and support hypotheses, as well as how to interpret unexpected findings.

Daniela Andreini (PhD) is full professor in marketing and prorector for innovation and digitalization at the University of Bergamo. Her scientific research focuses mainly on the innovation and digitization of business models, digital brands, digital marketing and social media marketing. Her research appeared in international journals such as: *Journal of Advertising*, *Journal of Business Research*, *Industrial Marketing Management*, *Organization Studies*, *Journal of Advertising Research*, etc.

12.30-12.45

“WINTER SCHOOL CLOSING”

Profs. Giovanni Battista Dagnino, Elena Casprini and Rossella Chiara Gambetti

WHERE

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