

Rebecca Piekkari,
Aalto University, Finland
rebecca.piekkari@aalto.fi

Emmanuella Plakoyiannaki
University of Leeds, UK
e.plakoyiannaki@leeds.ac.uk

Catherine Welch
University of Sydney, Australia
catherine.welch@sydney.edu.au

Qualitative Case Study Research in International Business: Designing and Theorising from the Case Study

This workshop covers the diversity of qualitative case study research and provides resources for participants to consider and develop their own research practices. It also positions the use of case study research in the broader methodological evolution of the IB discipline over time.

The workshop is divided into two interrelated parts focusing on the following topics: (1) considerations for designing case research; (2) the theorising possibilities of the case study under different philosophical orientations. Each part of the workshop will be based on an analysis and discussion of examples of IB case research, which will be set as pre-reading.

(1) Possibilities for designing the case study: How do we select cases and design the study? What is the process of casing? How are different philosophical traditions manifested in decisions about case selection? What is the unit of analysis in case study research? How does case selection relate to theorising? As a case researcher, how can you best defend your methodological choices?

(2) The theorizing potential of the case study under different philosophical orientations: How do ontological and epistemological assumptions affect views about the case study? What are the common misconceptions surrounding case study theorising? How do authors from different traditions define their theoretical purpose? How do we theorise from the case study? How do we persuade reviewers of the quality of our case study?

Short Bios

Rebecca Piekkari is Professor of International Business at the Aalto University, School of Business (formerly Helsinki School of Economics) in Finland. She has published on qualitative research methods, particularly on the use of case studies in international business. Her most recent book entitled *Rethinking the Case Study in International Business and Management Research* was co-edited with Catherine Welch and published by Edward Elgar in May 2011. During the past few years, she has also developed a special interest in multilingual organisations and the

methodological challenges associated with fieldwork that crosses language boundaries. Rebecca has worked as Visiting Professor at several well-known business schools and universities and taught the case study particularly to PhD students.

Emmanuella Plakoyiannaki is Professor of International Business at Leeds University Business School (LUBS), UK. She is co-Chair of the Northern Advanced Research Training Initiative (NARTI) and Co-Chair of the International Business/Management SIG of the British Academy of Management (BAM). She has published on numerous aspects of doing qualitative research including theorising from case study, case selection and using visual data. She has published in various academic journals including the *Academy of Management Review*, *Journal of International Business Studies*, *Journal of Management Studies*, *Journal of World Business* among others. She has worked as Visiting Professor and delivered PhD-level courses on Qualitative Research in several well-known Universities.

Catherine Welch is Associate Professor of International Business at the University of Sydney. She has a longstanding interest in qualitative research methods, and at the moment her research lies in applying process approaches to the study of firm internationalization. Together with Rebecca Piekkari, she has edited two volumes on qualitative research published by Edward Elgar: *Handbook of Qualitative Research Methods for International Business* (2004) and *Rethinking the Case Study in International Business and Management Research* (2011). She has published on numerous aspects of doing qualitative research, including interviewing, writing up and the case study. She, Rebecca Piekkari and their co-authors have published their work on the case study in *Organizational Research Methods*, *Journal of International Business Studies*, *International Journal of Management Reviews*, *Journal of World Business* and *Industrial Marketing Management*. She has taught PhD-level courses on the case study in six countries.