



ANZAM Mixed Methods Research SIG Workshop



The Australian New Zealand Academy of Management (ANZAM) Special Interest Group on Mixed Methods Research and University of Tasmania invite you to participate in a unique two-day Mixed Methods Research workshop on 18th and 19st of October 2018.

Constructing Mixed Method Designs in Business Research Integrating QUAL and QUAN data – the essence of MMR Publication Strategies for MMR

Associate Professor Ros Cameron
Head of Research, Australian Institute of Business

Fuzzy-Set Qualitative Comparative Analysis (fs/QCA)

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Tasmanian School of Business and Economics, University of Tasmania

Mixed-method Design is an emerging methodological movement and in the last ten years has gained significant momentum. An emergent analytical technique, Fuzzy-set Qualitative Comparative Analysis (fs/QCA) is also gaining popularity in management fields. The Workshop will begin by introducing participants to the ANZAM MMR Special Interest Group and the Mixed Methods International Research Association (MMIRA).

- **Constructing MMR designs for business research**

There exists a plethora of MMR designs and this can be very confusing for those who are first introduced to MMR. This session will look at the basic MMR notation systems, visual displays, and the associated MMR designs/typologies before encouraging participants to construct their own MMR designs with these basic tenants in mind. There will be interactive group involved in this session.

- **Integrating QUAL and QUAN data is at its essence a key component of MMR.**

The workshop will cover key considerations for integrating QUAL and QUAN data and how to best display this visually.

- **Publishing Strategies for MMR**

Although there are three main journals, which publish MMR designs across disciplines these journals are looking for particular key components in MMR studies. This will be discussed along with strategies for publishing MMR studies in discipline specific journals, which involves a completely new set of considerations.

- **Fuzzy-set QCA**

Workshop participants will be introduced to fuzzy-set qualitative comparative analysis (fs/QCA) as a case-based analysis technique. The fuzzy-set qualitative comparative analysis is both an approach and an analytical method. The fs/QCA is an emerging technique in organisational research. Standing between quantitative and qualitative research, in principle, fs/QCA balances the breadth of analysis. The fs/QCA relies on set theory and investigates social systems characterised by causal complexity. Organisational research deals with organisations as complex systems of interdependent factors (e.g., activities, resources, practices). However, symmetric statistical methods (e.g., regression, structural equation modelling) are often less suited to analyse multiple interdependencies, mostly focusing on net effects.

Participation is free. Please register to secure your place, seats are limited.

Workshop Program	
Thursday 18th Oct	Mixed Method Designs in Business Research
10 noon - 12pm	<ul style="list-style-type: none"> • International update on MMR (MMIRA & Regional Conferences) • Constructing MMR Design – DIY
12-13 pm	Lunch Break (light lunch is provided)
13pm – 15:00 pm	<ul style="list-style-type: none"> • Integrating QUAL and QUAN data- the essence of MMR • Publishing Strategies for MMR
Friday 19st Oct	Fuzzy-Set Qualitative Comparative Analysis (fs/QCA)
10am – 12 noon	<ul style="list-style-type: none"> • Fundamental theories (complexity theory, set theory, configuration theory) • The concepts and basic principles of fuzzy-set qualitative comparative analysis (conjunctural causation, equifinal causation, and causal asymmetry)
12-13 pm	Lunch Break (light lunch is provided)
13pm – 15:00 pm	<ul style="list-style-type: none"> • Advantages of Fs/QCA in business research • Fs/QCA in mixed-method studies (QUAL and QUAN data) • Fs/QCA 3 software • Publishing Strategies

For registration, please email the following information to emma.craw@utas.edu.au

Title/Name	Organisation/role	Email

Venue: University of Tasmania, Centenary Building, 4th floor, Tasmanian School of Business and Economics, Function Room