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ANZAM
AUSTRALIAN & NEW ZEALAND
ACADEMY OF MANAGEMENT

ANZAM Mixed Methods Research SIG

The University of Wollongong and the Australian & New Zealand Academy of Management (ANZAM) invite you to participate in a unique workshop.

Friday 13 September 2019
University of Wollongong, Building 40A Room G81

Mixed Method Designs in Business Research

Professor Ros Cameron
Australian Institute of Business

Fuzzy-Set Qualitative Comparative Analysis (fs/QCA)

Dr Farveh Farivar
University of Tasmania – Tasmanian School of Business and Economics

Mixed-method research (MMR) is an emerging methodological movement and in the last ten years has gained significant momentum. This session will cover the latest developments in MMR and the very important aspects of MMR: research design and data integration. This session would be very valuable to supervisors, journal reviewers, established and novice researchers curious about MMR and those academics/students embarking on or considering utilising MMR either individually or on research teams. The session will end with publishing strategies for publishing MMR. Ros is a Board Member of the Mixed Methods International Research Association (MMIRA) and is putting together a global Register of MMR Thesis Examiners.

Fuzzy-set qualitative comparative analysis (fs/QCA) is also gaining popularity in management fields and is increasingly used in top management journals. Workshop participants will be introduced to fuzzy-set qualitative comparative analysis (Fs/QCA) as a case-based analysis technique. Fuzzy-set qualitative comparative analysis is both an approach and an analytic method. Fs/QCA is an emerging methodology in organisational research. Standing between quantitative and qualitative research, in principle, fs/QCA balances the breadth of analysis. Fs/QCA is based on set theory and logic and is designed to investigate social systems characterised by causal complexity.

Participation is free. Please register for both or one of the sessions to secure your place, as seats are limited.

For registration, please email the following information to Business-Research@uow.edu.au:

- Title and Name
- Organisation and Role
- Which session – Session 1, Session 2, Both
- Email Address

Workshop Program – 13 September 2019

	Mixed Method Designs in Business Research
10.00am-12.00pm	International update on MMR (MMIRA & Regional Conferences)
	Constructing Mixed-Method Research Design – DIY
	Integrating Qualitative and Quantitative data- the essence of Mixed-Method Research
12.00-12.30 pm	Lunch Break (light lunch is provided)
12.30-1.15 pm	Publishing Strategies for Mixed-Method Research
	Fuzzy-Set Qualitative Comparative Analysis (fs/QCA)
1.15-3.45pm	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)
	The benefits of fuzzy-set analysis in business research
	fs/QCA 3.0 software
	Publishing Strategies