Discipline: Business Research

1. Language

English

2. Title

Ethnographic Research

3. Lecturer

Prof. Dr. Jana Costas, Europa-Universität Viadrina Frankfurt (Oder)

Prof. Damian O'Doherty

Prof. Dan Kärreman, Copenhagen Business School

Jana Costas is Professor of Business Administration, in particular People, Work and Management at the European University Viadrina Frankfurt (Oder). She holds a PhD from the University of Cambridge, and has been awarded a EU Marie Curie Fellowship. The fellowship she conducted at the Copenhagen Business School. Jana has also been Assistant Professor (Juniorprofessorin) for Qualitative Methods in Management Research at Freie Universität Berlin. Her research interests lie in the area of organization studies, in particular secrecy, creativity, control, identity, culture, leadership, violence, and new work and organizational arrangements. She has published in and reviews for various journals, such as Organization Studies, Journal of Management Studies, Human Relations. Jana is Associate Editor of Organization and acts on the Editorial Board of Organization Theory. She has published a monograph "Secrecy at Work: The Hidden Architecture of Organizational Life" (with Chris Grey), Stanford University Press. Her ethnographic research on cleaning work in the corporate underworld will be published by Cambridge University Press.

Damian O'Doherty is Professor of Management and Organization at the Alliance Manchester Business School in the University of Manchester. He is director of the Manchester Ethnography Network and co-founder and director of the BEAM nuclkear and socaI research network http://www.mub.eps.manchester.ac.uk/thebeam/research-university-manchester/ that brings ethnographic work into the work of nuclear scientists and engineers. He is associate editor at the journal Organization and has recently edited a special issue on Ethnography for the journal https://journals.sagepub.com/toc/orga/26/4. He published his ethnographic study of Manchester Airport with Palgrave Macmillan in 2017 titled "Reconstructing Organization: Towards the Loungification of Society."

Dan Kärreman is Professor in Management and Organization Studies at Copenhagen Business School, and Professor in Management at Royal Holloway, University of London. He is also affiliated to the Lumos

group at Lund University. His research interests include critical management studies, knowledge work, identity in organizations, leadership, organizational control and research methodology.

4. Date and Location

1. - 4.12.2020

DIGITAL COURSE

5. Course Description

5.1. Abstract and Learning Objectives

The course is designed for doctorate students in business administration who want to learn about and conduct ethnographic research. The aim of the course is to provide students with methodological foundations and advanced knowledge on ethnographic research in business studies. After attending this course, participants should be able to

- understand the methodological foundations of ethnographic research

- differentiate between different approaches to ethnography and be able to assess their strengths and weaknesses

- plan an ethnographic research design as well as be prepared for methodological challenges in their field research

- understand ways of analyzing ethnographic data and judge ethnographic research according to quality criteria

5.2. Content

The first workshop day will provide an overview of the history of ethnography as well as introduce the participants to different approaches in ethnographic research. The second workshop day focuses on the process of doing ethnographic research in the field. Here the issues of access, roles and forms of engagement will be discussed. The third day looks at how to analyze ethnographic data. The last day focuses on research ethics, quality criteria and publishing ethnographic research.

6. Course format

The course format will be an interactive one so that exchanges between the lecturers and participants as well as amongst the participants can take place. The lecturers will draw on their own experiences as ethnographers as to illustrate what it means to conduct ethnographic research. Participants will be encouraged to actively participate in classroom discussions as well as share their methodological insights, questions and problems.

7.   Schedule and Reading Material Day I (Prof. Dr. Jana Costas)

Workshop Day I: Introduction to and Overview of Ethnographic Research in Management	J. Costas
	1.12.2020
Morning session 1 - Historical overview of ethnography - Different approaches to ethnography - Classic ethnographic research *Coffee Break*	9.00 - 10.30 10.30 - 11.00
Morning session 2 - Ethnographic research in management - Strengths and weaknesses of ethnographic research *Lunch*	11.00 - 12.30 12.30 - 13.30
Afternoon session 1 *Group presentations and discussions* - Digital ethnography - Video ethnography *Coffee break*	13.30 - 15.00 15.00 - 15.30
Afternoon session 2 *Group presentations and discussions (continued)* - Global-team based ethnography - Multi-sited ethnography - Autoethnography	15.30 -17.00

7.1. Preparation

Please read the essential reading in advance (Cuik et al. & Geertz) auseinandersetzen. Before the workshop, the participants will be assigned to different groups (2 – max. 3 per group). Please read the text assigned to your group and prepare a presentation of it (10 – max. 15 min).

7.2. Essential Reading

Ciuk, S., Koning, J. & Kostera, M. (2018) Organizational ethnographies. In Cassell, C., Cunliffe, A. L. & Grandy, G. (eds.) *The sage handbook of qualitative business and management research methods*. London: SAGE, 270-285.

Geertz, C. (1972) Deep Play: Notes on the Balinese Cockfight. *Daedalus,* 101(1), 1-37.

Group 1

Akemu, O. & Abdelnour, S. (2018) Confronting the Digital: Doing Ethnography in Modern Organizational Settings. *Organizational Research Methods*.

Group 2

Hassard, J., Burns, D., Hyde, P. & Burns, J.-P. (2018). A Visual Turn for Organizational Ethnography: Embodying the Subject in Video-Based Research. *Organization Studies*, 39(10), 1403-1424.

Group 3

Alvesson, M. (2003) Methodology for close up studies – struggling with closeness and closure. *Higher Education*, 46(2): 167-193.

Group 4

Jarzabkowski, P., Bednarek, P. & Cabantous, L. (2015) Conducting Global Team-based Ethnography: Methodological Challenges and Practical Methods. *Human Relations*, 68(1): 3-33.

Group 5

Delgado, N. A. & Cruz, L. B. (2014) Multi-event ethnography: doing research in pluralistic settings, *Journal of Organizational Ethnography*, 3(1), 43-58.

8. Schedule and Reading Material Day II (Prof. Damian O'Doherty)

Workshop Day II: In the Field – Access, Forms of Engagement, Roles	D. O'Doherty
	2.12.2020
Morning session 1	9.00 - 10.30
'Getting into' Organization Ethnography: Objects and Objections	
Coffee break	10.30 - 11.00
Morning session 2	11.00 - 12.30
Working Critically with Management in Organization	
Lunch	12.30 - 13.30
Afternoon session 1	13.30 - 15.00
Working with Data: Concepts and Analysis	
Coffee break	15.00 - 15.30
Afternoon session 2	15.30 - 17.00
Escaping Organization Through Ethnography: Leaving the Field	

8.1. Preparation

Please read the texts in the reading list and reflect on your own planned research with particular focus on access, ethnographic roles, and forms of engagements.

8.2. Reading List

Further literature

O'Doherty, D. (2017) An Introduction to Loungification. In O'Doherty, D. (2017) *Reconstructing Organization: The Loungification of Society* (pp. 1-27). Palgrave Macmillan, London.

O'Doherty, D. P. (2017) 'MAG Men': Access to the Corridors of Corporate Power. *In Reconstructing Organization* (pp. 29-61). Palgrave Macmillan, London.

Latour, B. (2010) *The making of law: an ethnography of the Conseil d'État*. Polity.

Maurer, B. (2005) *Mutual life, limited: Islamic banking, alternative currencies, lateral reason*. Princeton University Press.

Mol, A. (2002) *The Body Multiple*. Duke University Press

Riles, A. (2001) *The network inside out*. University of Michigan Press.

O'Doherty, D., & Neyland, D. (2019) The developments in ethnographic studies of organising: Towards objects of ignorance and objects of concern. *Organization*, 26(4), 449–469.

Kavanagh, D., Miscione, G., & Ennis, P. (2019) The Bitcoin game: Ethno-resonance as method. *Organization*, 26(4), 517–536.

Kohn, E. (2014) Further thoughts on sylvan thinking. *HAU: Journal of Ethnographic Theory*, 4(2), 275-288.

Westbrook, D.A. (2018) *Navigators of the Contemporary: Why Ethnography Matters*. The University of Chicago Press.

9. Schedule and Reading Material Day III (Prof. Dan Kärreman)

Workshop Day III: Data Analysis, Theory Building, Mystery as a Method	D. Kärreman
	3.12.2020
Morning session 1	9.00 - 10.30
Generating research questions: Gaps and problems	
Coffee Break	10.30 - 11.00
Morning session 2	11.00 - 12.30
Generating theory from data: Mystery as method I	
Lunch	12.30 - 13.30
Afternoon session 1	13.30 - 15.00
Generating theory from data: Mystery as method II	
Coffee break	15.00 - 15.30
Afternoon session 2	15.30 - 17.00
Q&A based on participants' projects	

9.1. Preparation

Please read the two articles in the reading list and reflect on your own planned research with particular focus on the research question, data analysis and theory generation.

9.2. Essential Readings

Alvesson, M., & Kärreman, D. (2007) Constructing mystery: Empirical matters in theory development. *Academy of management review*, *32*(4), 1265-1281.

Alvesson, M., & Sandberg, J. (2011) Generating research questions through problematization. *Academy of management review*, *36*(2), 247-271.

Optional

Alvesson, M., & Kärreman, D. (2011) *Qualitative research and theory development: Mystery as method*. Sage Publications.

10. Schedule and Reading Material Day IV (Prof. Dr. Jana Costas)

Workshop Day IV: Writing Up and Publishing Ethnographic Research	J. Costas
	4.12.2020
Morning session 1	9.00 - 10.30
- Ethnographic writing	
- Quality criteria in ethnographic research	
Coffee break	10.30 - 11.00
Morning session 2	11.00 - 12.30
- Group presentations and discussions of ethnographic texts	
Lunch	12.30 - 13.30
Afternoon session 1	13.30 - 15.00
- Group presentations and discussions of selected ethnographic texts	
Coffee break	15.00 - 15.30
Afternoon session 2	15.30 - 17.00
- Moral dilemmas	
- Reflexivity	

10.1. Preparation

Please read the texts in the reading list (Golden-Biddle & Locke as well as Van Maanen & de Rond) and reflect on your own planned research with particular focus on quality criteria and research ethics. In addition, please read and prepare a presentation of the text your group has been assigned to (10 – max. 15 min).

10.2. Essential Readings

Golden-Biddle, K. & Locke, K. (1993) Appealing Work: An Investigation of How Ethnographic Texts Convince. *Organization Science*, 4(4), 595-616.

Van Maanen, J. & de Rond, M. (2017) The making of a classic ethnography: Notes on Alice Goffman's *On the Run*. *Academy of Management Review*, 42(2), 396-406.

Group 1

Florian, M., Costas, J. & D. Kärreman (2019). Struggling with meaningfulness when context shifts. Volunteer work in a German refugee shelter. *Journal of Management Studies*, 56 (3), 589-616.

Group 2

McPherson, C. M. & Sauder, M. (2013) Logics in Action: Managing Institutional Complexity in a Drug Court. *Administrative Science Quarterly*, *58*(2), 165-196.

Group 3

Kunda, G. (2006) *Engineering Culture: Control and Commitment in a High-tech Corporation.* Philadelphia: Temple University Press, Chapter 4.

Group 4

Rosen, M. (1985) Breakfast at Spiro's: Dramaturgy and Dominance. *Journal of Management*, 11(2), 31-48.

Group 5

De Rond, M. (2018) *Doctors at War. Life and Death in a Field Hospital*. Ithaca, NY: Cornell University Press, Introduction, Chapter 1 & Epilogue.

11. Administration

11.1. Max. number of participants

20

11.2. Exam

Group presentations on the first and last workshop day.

11.3. Credits

6 ETCS

11.4. Working Hours

Working Hours	Hours
Preparations	99 h
Active participation	30 h
Preparation for exam	50 h
Exam	1 h
TOTAL	**180 h**
ECTS: 6	