

## **A workshop on Advanced Methodologies in Researching Enterprise and Entrepreneurship**

The field of enterprise and entrepreneurship research has varied societal impact, and embraces different approaches to research design in answering research questions.



**Dates:** Thursday 21<sup>st</sup> February 2019  
**Times:** 10.00-16.00  
**Venue:** Charles Street Building-12.4.17  
Sheffield Business School (Sheffield Hallam University)

The aim of this workshop is to advance knowledge and debates on methodological approaches to researching enterprise and entrepreneurship and to contribute to the understanding of the emerged themes and approaches (Qualitatively and Quantitatively) in the field of entrepreneurship. This will be discussed by our guest speakers by bringing concrete practical examples to challenge and inspire the participants. Moreover, the workshop will offer an opportunity to participants to discuss their methodological concerns within a small group of peers and with one of the facilitators. Hence, contributing to advance research training in enterprise and entrepreneurship field.

On the completion of the workshop, participants will have a good knowledge and understanding of different research strategies and how to design their own research methodology in researching enterprise and entrepreneurship. In addition, participants will be able to clearly adopt an appropriate research strategy in answering their research questions. This workshop follows an applied and practical approach, whereby the participants are required to send their research methodology and a concern that they may have in their research design, a few weeks in advanced to facilitators. The participants in groups of 4-5 will then present and share their methodological issues in researching enterprise and entrepreneurship, and the facilitator in each group will lead the discussion and provides individual advices on how to advance and improve their methodological considerations. If you are offered a place on the workshop, you will be asked to submit your methodological concerns for receiving feedback in the afternoon session.

Also, this event will create a platform and opportunity for participants to network with their peers in the same field of research and will encourage and support researchers, in particular, doctoral students and early career researchers (ECRs) to publish in this fast growing field of management research.

### **About the speakers**

This workshop will have three keynote speakers; The first two speakers are scholars in the field of entrepreneurship, they have a diverse experience of applying different methodologies in studying entrepreneurship, and the third speaker is an Early Career Researcher researching International Entrepreneurship.

**Professor Matthias Raith** - Chair of Entrepreneurship at Otto-von-Guericke University in Magdeburg, Germany - will be specifically talking about "Normative, Descriptive, and Prescriptive Perspectives in Entrepreneurship Research." Matthias has used advanced methodologies in his research. He says *"my own work has been strongly motivated by the contrasts between these perspectives, and I have found that exciting new research questions arise simply by switching away from the current mainstream perspective in the literature. The selection of a research perspective is also closely related to the choice between inductive and deductive research*

methods, which I believe is fundamentally important for our field, because we are often urged to derive relevant practical implications from our research. So, in my keynote I could address these general issues with concrete examples".

Matthias's talk in the morning session and his engagement, as a facilitator, with participants in the afternoon session will contribute to advancing the methodological knowledge and learning among doctoral students and also early career researchers in the field of EE.

**Dr Richard Tunstall** - Associate Professor of Enterprise and Acting Head of the Centre for Enterprise and Entrepreneurship Studies at Leeds University Business School, University of Leeds - will specifically draw on his work as qualitative co-editor of *International Journal of Entrepreneurial Behaviour and Research* and his recent book chapters on alternative philosophies of entrepreneurial behaviour research to challenge the audience on what emerging advanced qualitative research might look like in entrepreneurship studies, in a research field dominated by quantitative studies.

**Dr Alexandra Anderson** - Principal Lecturer in the International Business and Economics Research Group (IBERG) at Sheffield Business School is an early career researcher who has recently completed her DBA. Alex will talk about designing a single case study research strategy to explore the international entrepreneurial capabilities and the role of networks of the small MNE". Using a critical realist methodology, Alex will explain how a single case study was applied to provide a contextualised explanation of the interactions between actors, their networks and the international entrepreneurial capabilities of the small MNEs. This talk will mainly focus on the methodological lessons that can be learned by adopting a particular research design in studying entrepreneurship and is more focusing on the practical issues in choosing this method.

## Programme

10.00-10.15	Refreshments and registration
10.15-10.30	Introduction by Dr Fariba Darabi and welcoming message from Professor Steve Johnson (Assistant Dean of Research, Sheffield Business School)
10.30-11.15	Keynote Speaker – Professor Matthias Raith (University of Magdeburg, Germany)
11.15-12.00	Keynote Speaker – Dr Richard Tunstall (University of Leeds)
12.00-12.30	Keynote Speaker – Dr Alexandra Anderson (Sheffield Business School)
12.30-12.45	Q&A
12.45-13.30	Lunch and networking
13.00-15.00	Discussions on methodological concerns
15.00-15.15	Refreshments and networking
15.15-16.00	Group feedback and summary of discussions
16.00	Close

## Directions to Sheffield Business School

<https://www.shu.ac.uk/visit-us/how-to-find-us>

<https://www.shu.ac.uk/visit-us/how-to-find-us/city-campus-map>

**To register your interest:**

<https://narti.org.uk/events/article/a-workshop-on-advanced-methodologies-in-researching-enterprise-and-entrepreneurship/>

Register using the orange button on the above link and ensure that you complete all fields accurately and include details of why you wish to be considered for a place in the 'additional details' box on the online form. Please note that we have limited places available for NARTI courses and we do use this additional information for selection purposes.

If at any time you need to withdraw your registration or cancel your place please inform us immediately so that we can offer the place to someone else.

NARTI and the host institution will cover the full cost of the event and participants are asked to cover the cost of any travel and accommodation as required.

**For further details about this or any other NARTI event, please contact Jo Garrick at [narti@lubs.leeds.ac.uk](mailto:narti@lubs.leeds.ac.uk)**