



EIASM Webinar Serie Season #1

Webinar title: *“Writing Qualitative Research Method Sections”*

Webinar speaker: Prof. Chris Chapman, University of Bristol, UK

Webinar date: 18/06/2021, 10.30 am (CEST)

Webinar keywords: Writing; Journal article; Methodology; Qualitative

Webinar short description:

Common challenges facing qualitative researchers are how to explain the nature of discipline and rigor in the analysis of often loosely structured data with complex to define boundaries, put towards the analysis of potentially evolving questions. This can make the writing of method sections bound by the confines of journal articles particularly challenging. The topic for discussion will be about these challenges, and some strategies that might be useful to help make more visible the skill and care of the researcher.

Speaker short bio:

Having previously researched the ways in which people work to make accounting relevant to operational decision making in a variety of contexts including restaurants and professional service firms, Chris' current research focuses on the design of cost systems for healthcare providers, control and big data, and he is also researching the link between accounting for sustainability and management accounting. Chris is an editor of *The Accounting Review*, a past Editor-in-Chief of *Accounting, Organizations and Society* and past President of the *European Institute for Advanced Studies in Management*.

<https://research-information.bris.ac.uk/en/persons/chris-chapman>