



澳門大學  
UNIVERSIDADE DE MACAU  
UNIVERSITY OF MACAU

**Faculty of Business Administration**  
**SEMINAR SERIES No.03/1920**  
***MMI***

*Qualitative Research Methods in Business Studies*

Professor Pervez N Ghauri  
Professor of International Business  
The Department of Strategy and International Business  
University of Birmingham

**Abstract**

Qualitative case study research has frequently been criticised for being less systematic and objective than other approaches. We will discuss the differences between qualitative and quantitative research methods and will try to establish that whether the difference between these two types of methods is of quality or not. We will particularly look at the Case Study Method that is often used in Business Studies. Ambiguity in the way case studies are selected, empirically conducted and analysed, often exists and can hinder the positive dissemination of research. We aim to outline how case study research can be undertaken using the examples from the authors' current research into MNEs and their activities in emerging markets. An emphasis is placed on the analysis of data collected through case studies and the benefits of computer aided qualitative data analysis software (CAQDAS). It is argued that the use of a systematic approach helps researchers to systematise and organise data, enabling a more thorough and reliable analysis. If qualitative case study research is to become more accepted and publishable, its transparency must be improved. We will thus discuss how to design and conduct qualitative research in Business Studies that is reliable and trustworthy.

**Date:** 23<sup>rd</sup> October, 2019 (Wednesday)  
**Time:** 15:00 – 16:30  
**Venue:** Faculty of Business Administration, E22-G013

**A Short Biography of Professor Pervez N Ghauri**

Pervez Ghauri completed his PhD at Uppsala University in Sweden where he also taught for several years. After Uppsala, he joined Oslo Business School (later merged with Norwegian School of Management), Oslo Norway as Dean for Academic Affairs (Provost) where he developed an International MBA programme. In 1993, he joined University of Groningen, Netherlands as Professor of Marketing and International Business and later served as Dean for the period 1997 – 2000. In 2001 he was asked to join Manchester Business School, University of Manchester, as Professor of International Business where he developed a Centre for International Business Studies and an MSc in International Business & Management. During the period 2008 to 2015 he was Professor of International Business at King's College London where he developed an MSc in International Marketing and revamped the MSc in International Management. At present, he is Professor of International Business at Birmingham Business School, University of Birmingham, UK.

Pervez was visiting Professor at Michigan State University, USA during the period 2000 – 2001 and is Visiting Professor at University of Vaasa, Finland, Uppsala University and Lund University in Sweden and holds British Hispanic Foundation's "Queen Victoria Eugenia" Honorary Chair for Postgraduate studies at Complutense University in Madrid, Spain. He was also visiting professor at University of South Australia, Adelaide, Australia and University of Pavia in Italy.

He served as Vice President for Academy of International Business from 2008 – 2010. He is Fellow of Academy of International Business (AIB) and of European International Business Academy (EIBA). He has been awarded honorary Doctorates by Turku School of Economics and Management, University of Turku, and University of Vaasa, Finland.

Pervez has published more than 30 books on International Business and International Marketing topics and more than 100 articles in journals such as; Journal of International Business Studies, Journal of World Business, Journal of Organisational Behaviour, Management International Review, British Journal of Management, Journal of Business Research, Industrial Marketing Management, Asia Pacific Journal of Management, European Journal of Marketing and International Marketing Review.

He consults and offers training programmes to a number of organisations such as; BP, Airbus Industries and Ericsson. He is the founding Editor in Chief for International Business Review, the official journal of EIBA, and was Editor (Europe) for Journal of World Business for the years 2007 – 2014. He is Consulting Editor for Journal of International Business Studies. He is also series editor for the book series International Business and Management.

**ALL ARE WELCOME!**