



AIB 2026 meeting in Manchester:

This will be the 10th AIB annual meeting in which the RM-SIG will offer pre-conference masterclasses and workshops. A total of four masterclasses and workshops will be held on 29-30 June:

1. Ethnography in International Business: Learning from the Field
2. Evaluating Latent Variable Path Models
3. Large Language Models for International Business Research: From Foundations to Fine-Tuning
4. Advanced Qualitative Techniques for Theorizing

You need to register for the workshops and masterclasses by **21 May 2026**:

Registration is now open at the following link:

https://member.aib.world/forms/2026RMSIG_PreConf_Registration.asp

The RM-SIG will be offering a variety of other activities, including:

- Drop-in clinics on particular methodological topics (see pp. 2-3 for more details)
- The research methods track, chaired by **Stephanie Decker**, University of Birmingham and **Liang Chen**, Singapore Management University
- 10th anniversary celebration: the RM-SIG will be 10 years old! Look out for our anniversary button badges, which will become a must-have collectors' item!

In this Newsletter:

- **AIB Manchester: Workshops and masterclasses**
- **AIB Manchester: RM-SIG clinics**
- **5th Eu-SPRI EIBA Summer School, Como, 20-24 July**
- **Qual+, Aalto University: Course in Ethnography and Discourse Analysis, 12-17 June**
- **Research methods resources: NCRM, COMPASSS and more**
- **RM-SIG webinars and other upcoming events**



AIB 2026 annual meeting

Upcoming workshops and master classes

Masterclasses

Title: Ethnography in International Business: Learning from the Field

Masterclass Leads: Mary Yoko Brannen (San José State University & Copenhagen Business School), Fiona Moore (Royal Holloway, University of London).

Time and Date: 29 June 2026, 15:30-18:00 GMT

In this masterclass AIB Fellow Mary Yoko Brannen will draw upon her recent book, *Ethnography in International Business: Learning from the Field* (Cambridge University Press, October, 2025), with discussions intended to take participants from the preliminary steps of matching research questions with appropriate ethnographic research design, to theory development, and provide pointers on writing it up.



Three types of ethnography most consequential for advancing theory in IB research will be introduced: Intracultural Ethnography as culture works within a single international organizational setting such as in an international joint venture (IJV), cross-national merger or acquisition, or wholly owned foreign subsidiary; Transcultural Ethnography as culture works across national boundaries in multinational enterprises (MNEs) as they expand their multi-sited global reach; and Strategic Ethnography as an applied or problem-centered form of inquiry to better inform global organizations of the cultural contexts in which they operate and the associated challenges and opportunities that arise from such cultural complexity. The class will include an overview of the book, description of key concepts, interactive exercises, and ample time for discussion. Building on rudimentary understandings of ethnography, the class is open to newcomers as well as seasoned researchers interested in enhancing their understanding of the multifaceted role of culture in today's complex cultural organizational contexts.

Title: Evaluating Latent Variable Path Models

Masterclass Lead: Larry Williams (Texas Tech University)

Time and Date: 29 June 2026, 15:30-18:00 GMT

Structural equation modelling (SEM) serves as one of the most important advances for management researchers in the past 40 years. Combining factor analysis and path analysis, SEM allows organizational researchers to test causal models while accounting for random and non-random measurement error. This masterclass reviews "conditions" required for appropriate confirmatory inference with SEM models. Techniques for conducting Condition 9 and 10 tests for paths representing dependency (causal relations) will be reviewed. Emphasis will be given to limitations of commonly used goodness-of-fit measures, and recommendations of improved methods for testing theory with SEM.



Title: Large Language Models (LLMs) for International Business Research: From Foundations to Fine-Tuning

Workshop Leads: Deepak Nayak (The Ohio State University), Pankaj Kumar (Virginia Tech)

Time and Date: 30 June 2026, 08:00-10:30 GMT

This workshop provides a progressive, three-module curriculum accessible to scholars at all experience levels. Module 1 covers foundations for complete beginners (no prior AI experience required), including what LLMs are, how to interact with them effectively, and how to critically evaluate outputs. Module 2 addresses systematic research applications including advanced prompting techniques, qualitative coding workflows, text classification and extraction at scale, and validation strategies for publication-quality work. Module 3 introduces advanced techniques such as retrieval-augmented generation (RAG) for large document collections and fine-tuning open-weights models for specialized classification tasks using parameter-efficient methods that run on standard hardware. Both applied modules feature hands-on exercises using 10-K filings of US MNEs, providing practical experience with documents directly relevant to IB research. Registered participants may attend all three modules or join at the module matching their experience level. Enrollment is limited to 50-60 participants to ensure effective facilitation.



Title: Advanced Qualitative Techniques for Theorizing

Workshop Leads: Anne Smith (University of Tennessee), Tine Köhler (The University of Melbourne)

Time and Date: 30 June 2026, 08:00-10:30 GMT

In this workshop, facilitators Köhler and Smith will elaborate on the link between advanced analytic techniques for qualitative research and theorizing. Advanced qualitative analysis includes the steps employed to generate theory from data, i.e., activities that are aimed at seeing, understanding, interpreting, refuting, challenging, integrating, and explaining patterns in data, i.e., techniques that bring about a “conceptual leap” (Klag & Langley, 2013, p. 150). Köhler and Smith will provide practical examples



Look out for the contingent of current and former ORM Editors and CARMA Associates who will be attending AIB Manchester 2026.

Those in attendance include **Larry Williams** (CARMA founder and ORM founder), **Lisa Lambert** (ORM co-editor), **Tine Köhler** (ORM co-editor), **Anne Smith** (former ORM associate editor and outgoing AMJ associate editor for qualitative research methods), **Thomas Greckhamer** (ORM associate editor), and more!



What is CARMA?

The Consortium for the Advancement of Research Methods and Analysis (CARMA) is an interdisciplinary consortium devoted to helping faculty, graduate students and professionals learn of current developments in various areas of research methods and statistics. CARMA's focus on research methods is relevant to the management and organizational sciences and is a non-profit unit at the Texas Tech University.

CARMA provides continuing education on research methods and data analysis (introductory to advanced level topics) for graduate students, faculty at various stages of their careers, and professionals. CARMA hosts webcast lectures on specific statistical and methodological topics. CARMA also organizes immersive short courses that develop skills and provide hands-on experience with the application of statistics and research methodology.





AIB 2026 annual meeting

Upcoming RM-SIG Clinics

Quantitative methods

Title: Beyond the mean: Leveraging Random Parameter Models to Uncover Firm Heterogeneity

Lead: Davide Castellani (University Of Reading)

Short description: Understanding firm heterogeneity is central to advancing theory and empirical analysis in International Business, yet much of the empirical literature continues to focus on average effects, often masking substantial variation in firms' responses to economic forces. This presentation introduces random parameter models (RPMs) as a flexible and powerful methodological approach to uncover heterogeneous behavioural responses across firms, moving beyond mean-based inference and traditional moderation strategies. After outlining the conceptual foundations of firm heterogeneity and the limitations of conventional interaction and sub-sample analyses, the session explains how RPMs allow for simultaneous heterogeneity in both slopes and intercepts, enabling researchers to identify when effects are insignificant on average but economically meaningful for subsets of firms. The approach also facilitates the investigation of the sources of heterogeneity through second-stage analyses of firm-specific effects. The empirical illustrations draw on large-scale firm-level data to examine heterogeneous externalities and multinational location decisions. Overall, the session demonstrates how RPMs can enrich empirical International Business research by uncovering boundary conditions, revealing multidimensional moderation effects, and offering more nuanced tests of theory in the presence of firm heterogeneity.



Title: Advancing International Business Research through Meta-Analysis

Workshop lead: Patricio Duran (University Of Richmond, US)

Short description: Meta-analysis is a research methodology that offers insightful contributions to various fields, including international business. Journals are eager to publish rigorous, relevant meta-analytic studies that develop and expand theories. This workshop will explain how meta-analysis can advance the literature, make critical contributions, and guide future research agendas. Recent meta-analytic studies published in international business will illustrate these points. Additionally, attendees will learn about the principles and practices essential for conducting a meta-analytic study.



Qualitative methods

Title: Qualitative Research Methods in International Business Settings

Clinic lead: Fiona Moore (Royal Holloway, London, UK)

Short description: In this clinic, we will have a free and productive discussion on best practice for qualitative research in international business settings, current trends and innovations, and comparisons with qualitative research innovations in other business and management sub-disciplines. All experience levels welcome, including researchers who are considering integrating qualitative methods into their programme of study.



Title: Historical Approaches in Management Research

Clinic lead: Stephanie Decker (University of Birmingham)

Short description: This AIB research methods clinics explores the rich potential of historical methods for advancing management and organizational research. Led by Prof. Stephanie Decker, participants will explore how historical approaches offer unique pathways to theoretical development and empirical insight. Focusing on different approaches to historical research—from using history as an empirical setting to employing historiography as a theoretical resource—the clinic will provide practical methodological insights for international business scholars.



Title: Qualitative Comparative Analysis in International Business Research

Clinic lead: Thomas Greckhamer (Ourso College of Business Louisiana State)

Short description: This clinic will offer an introduction to crisp and fuzzy set Qualitative Comparative Analysis (QCA), its foundational elements, and practices of designing QCA research. It will motivate QCAs theoretical and methodological approach to study configurational phenomena and how it enables researchers to explicitly study causal complexity underlying International Business phenomena. The clinic will also address audience questions regarding applications of QCA in IB research



Celebrate with us 10 years of Research Methods SIG
WE ♥ Methods at the AIB Conference 2026



- Clinics
- Masterclass
- Workshops
- Pre-conference session
- And of course a big celebration

See you there!

5th Eu-SPRI EIBA Summer School

Como, Italy, 20-24 July 2026

Research methods in policy, innovation and international business: Best practices for rigorous, credible, and impactful research

Application deadline: 14 April 2026

The European International Business Academy (EIBA), in collaboration with Eu-SPRI and the School of Management of Politecnico di Milano (POLIMI), is organising the 5th EU-SPRI EIBA Summer School to take place at the Lake Como School of Advanced Studies (info@lakecomoschool.org) in Como, Italy.



The 2026 Summer School will feature the topic: *Research methods in policy, innovation and international business: Best practices for rigorous, credible, and impactful research.*

The fifth edition of the European International Business Association Summer School (EIBA SS) embraces a multidimensional perspective. At the heart of International Business lies constant dynamism, and the social impact of Multinational Enterprises (MNEs) is far-reaching. Accordingly, research on International Business themes—such as international sourcing, marketing, policy, cross-cultural management, human resources, and the environmental and social footprint of MNEs—has a direct bearing on society. Doctoral and early career researchers are encouraged to remain aware that their work carries tangible real-world potential.

FORMAT & GOALS

The Summer School offers lectures delivered by internationally leading scholars on the specific designated topic, methodological workshops, and supervised tutorials/teamwork. Key features of the pedagogical approach adopted by the Summer School are as follows:

- Morning lectures will be offered by invited professors. Lectures cover a large variety of issues regarding recent advances in theory and applications in IB.
- Mid-day seminars will be devoted to methodologies.
- Afternoon workshops are devoted to group work aimed to apply the issues and methodologies presented during the previous sessions.
- Evening social scientific dinners are to connect participants, discuss paths of academic careers, publication strategies, role of social media, etc.

Participation in the 5th EIBA Summer School offers PhD students the possibility to gain 5 ECTS credits.

To submit your application, please visit the website: <https://rmib.lakecomoschool.org>

For more information contact marianna.marra@polimi.it or lucia.piscitello@polimi.it



The Qual+ center advances cooperation and capacity building around topics of qualitative methodologies within the School of Business at Aalto, and leverages Aalto's world class qualitative research skills internationally. From June 12-17, 2026, Qual+ will be hosting **Learning to See: A Course in Ethnography and Discourse Analysis**. The course will be taught by esteemed Professor Jo Angouri from University of Warwick.

Level and status: Doctoral studies.

The course provides an overview of theory and method for discourse research. It is structured in two parts, a theoretical and an empirical one; for the latter, the students design and carry out a research project. Through class meetings and independent learning, the course familiarizes students with the principles and practices of designing a discourse project, collecting data, analysing interaction, and presenting and writing up findings.



The aims of the course are:

- To examine critically how different theoretical and methodological approaches in discourse studies help us understand, describe, and interpret language use in different multilingual and multicultural contexts,
- To extend and develop the students' knowledge of issues surrounding discourse in society,
- To develop a critical awareness of the relationship between the features of language and the social context at both micro and macro levels,
- To extend and develop the students' knowledge of ethnographic research.

The course will draw on the following general themes:

- Philosophical underpinnings of discourse analysis,
- Language use in context,
- Qualitative and quantitative traditions of discourse research,
- Ethnographic research,
- Multimodal analysis,
- What is (not) discourse analysis,
- Language and identity,
- Multilingual practices at work,
- Language policy and language practice.

By the end of the course the student should be able to:

- Demonstrate knowledge and understanding of theories and empirical research on discourse with a particular focus on interaction analysis,
- Show understandings of the relationship between language and society,
- Show awareness of key issues around interaction, identity, and multilingualism,
- Evaluate critically how different theoretical & methodological approaches and concepts help to understand, describe, and explain language use in different multilingual and multicultural contexts,
- Design and carry out an ethnographic study using quantitative and/or qualitative methods as appropriate.

Deadline for registration (through email/SISU): 7th April 2026

Schedule: one-week intensive classes in Spring term 2026 (10:00-17:00, June 12-17; 1 day is allocated for group-work) and significant independent work in-between; several optional reading circles Credits: 6 ECTs for completing the intensive week of this course and additional optional 3 ECTs for completing the 'reading circles' throughout the year.

Application method: Please register by sending email to Jo Angouri (J.Angouri@warwick.ac.uk) and course assistant Jhoomer Chandra (jhoomer.chandra@aalto.fi) with very basics about your project (title/year of study).

For more upcoming events, visit the Qual+ website (<https://www.aalto.fi/en/departments-of-management-studies/qual>) and subscribe to the center's newsletter.

NCRM: Research methods resources, training and events

The National Centre for Research Methods (NCRM) delivers cutting-edge research methods training and capacity building across the UK. They have

Regular online training events throughout the year, for example:

- Questionnaire Design for Web, Mobile Web and Mixed-Mode Surveys, 24 - 26 March 2026
- Introduction to Machine Learning with Scikit Learn in Python 17 March 2026
- Introduction to Longitudinal Data Analysis 17 April 2026 – 22 May 2026
- Introduction to Spatial Data and using R as a GIS, 28-29 April 2026
- Conducting Ethnographic Research 5 May 2026

For a full list, see <https://www.ncrm.ac.uk/training/alltrain.php>

The NCRM also hosts a repository that includes hundreds of resources covering:

- Online tutorials on diverse topics in both qualitative and quantitative research such as event history, survival analysis, discourse analysis, sequence analysis and focus groups
- Resource for trainers, including Quick start guides for teachers of research methods
- Video recordings of past events e.g., a panel discussion on responsible AI in research
- Podcasts e.g., on cross-national mixed-method research and qualitative longitudinal research

To view the online repository, visit: <https://repository.ncrm.ac.uk/resources/>

Is AI the future of health and social science?: A debate

NCRM held a public debate at University College London on Monday, 15 December 2025 on whether AI is the future of health and social science. The debate defined AI as computational systems that can perform cognitive tasks relevant to quantitative research, such as large language models and agentic systems. The audience of researchers were invited to cast their vote on the future impact of AI before listening to two academics present their views on the issue:

- Professor David Bann, of University College London, highlighted the potential benefits of AI, if it is managed well.
- Dr Peter Tennant, of the University of Leeds, argued against this, emphasising the risks, pitfalls and limits of current technology.

After the presentations, audience members were invited to cast their votes again to see if the arguments had changed their minds. A video of the event and the speakers' slides can be viewed here: [NCRM Video: Is AI the future of health and social science?](#)

The event was sponsored by NCRM and the UKRI-funded project New Approaches to Digital Skills Development.

Keep a lookout for future NCRM events!



What is COMPASSS?

COMPASSS is the international community for set-theoretic configurational methods for cross case analysis, bringing together scholars and practitioners who share a common interest in theoretical, methodological and practical advancements in a systematic comparative case approach to research which stresses the use of a configurational logic, the existence of multiple causality and the importance of a careful construction of research populations.



This international resource site was launched in 2003, and its management was re-organized in 2008 and 2012 to better accommodate the growing needs in the field. After many years of outstanding guidance by Claude Rubinson, there was another change in leadership in 2025.

Upcoming Events

March 18 - March 20

5th Annual QCA Conference of the Americas

The *5th Annual QCA Conference of the Americas* (AQCA2026) will be held March 18-20, 2026 at the Carl H. Lindner College of Business at the University of Cincinnati, USA. See <https://compasss.org/aqca/> for the call for proposals, registration process, conference program, and complete details.

The *QCA Conference of the Americas* (AQCA) provides a venue for the broad, cross-disciplinary community of researchers and practitioners working with configurational-comparative methods and approaches to gather together to present and receive feedback on current research projects, share theoretical and methodological developments, and discuss new directions in configurational-comparative research practices. Bringing together the diverse set of QCA empirical and methodological researchers, AQCA offers a supportive environment for the community to meet, engage in dialogue, network, learn, and collectively move forward on advancing the configurational-comparative perspective.

June 8 - June 11

Introduction to Causal Data Analysis & Modelling with Coincidence Analysis

This workshop offers an intensive four-day introduction to causal modelling with Coincidence Analysis (CNA), a novel configurational comparative method of data analysis geared towards causal complexity, which has seen a considerable uptick in applications in recent years ([click here for references](#)). **No prior knowledge of CNA is required.**

In plenary lectures, the main developer of CNA, Michael Baumgartner, and a team of experienced CNA methodologists and practitioners (Drs. Cragun, Freitas, Huang, and Miech) will guide participants through the nuts and bolts of configurational data analysis and cutting-edge methodological innovations, as well as offer advice on practical issues such as getting funded and published with CNA. In smaller practice groups, understanding of the material will also be deepened through applied exercises and the instructors will demonstrate how to make the most of current software for CNA.

From Boolean algebra and the philosophical roots of regularity theories of causation, over the basic ideas behind CNA's search algorithm, and measures of fit to multi-outcome structures, model ambiguities, and robustness analyses, this introduction will enable participants to conduct CNA analyses themselves and review those of other researchers in a sophisticated manner. This will also be an opportunity to get to know researchers working with and on CNA from all over the world. **For more information or upcoming events visit:** <https://compasss.org/events/>

For those readers who are interested in QCA, make sure to attend Thomas Greckhamer's RM-SIG Clinic at the AIB annual meeting in Manchester.

EIBA Post Conference Workshop 2025

Qualitative data analysis in the AI era, Key considerations for IB research



Reflections from Katerina Kampouri (Aristotle University of Thessaloniki, Greece)

I attended this workshop expecting mostly a conversation about the use of AI tools in qualitative data analysis. Instead, what stayed with me was something more basic (and, honestly, more useful): a reminder of what qualitative analysis is—and why the researcher cannot be “designed out” of it, even in the AI era. The workshop was structured around three areas: first, how we understand qualitative analysis and the researcher’s role in it; second, what GenAI tools actually do when we give them qualitative materials (transcripts/recordings, but also drawings and collages); and third, the process of theorizing, with a strong emphasis on the role of emotions in theory building. That sequence mattered: it felt like the workshop was saying, “Before you ask what AI can do, be clear about what you are trying to do as a qualitative researcher.”



I liked how the workshop was structured from its start to its end. The first part felt like a helpful “reset” for me. It brought me back to the basics and then led naturally into the later discussions, so the AI part didn’t feel like a separate tool demo. The reflective exercises (in the first and third parts) also really helped—they kept everyone involved, and they showed what reflexivity looks like in practice, not just in theory. Finally, seeing concrete examples using tools, like for example Claude and NVivo 15 AI Assist, was helpful because it brought the conversation down to what these tools actually do in practice: one could see quickly where tools simply don’t “get it.”

The most important point I took away—because it clarified many things at once—was the reminder that these GenAI tools are, at their core, predictive next-token statistical models of language. That sounds technical, but it translates into something very practical for qualitative analysis: the tool can produce answers that sound sometimes “right” while still being wrong, off-target, or too generic for the context. This creates a risk that is specific to qualitative work: the output from the LLM pulls you away from what your data actually mean in context. From my critical realist perspective, my aim is not just to generate themes that are linguistically plausible; it’s to develop explanations that are credible in relation to underlying mechanisms, conditions, and context. A fluent summary is not the same thing as a defensible explanation.

A moment that really sparked my curiosity was Catherine Welch’s question: “What are the assumptions of LLM tools epistemologically?” That stayed with me because it reframes AI use from a matter of speed to a matter of knowledge claims. When an LLM produces a theme, some codes, or a summary, it’s mainly drawing on patterns and probabilities from its training. But qualitative work often depends on other kinds of knowing: understanding the context, picking up tacit meanings, learning from lived experience, and making careful interpretive judgments. This matters in qualitative IB research because we’re accountable not only for our conclusions, but also for how we got there and why they are credible. From my critical realist perspective, this is an important boundary: LLMs can’t, on their own, explain what underlying mechanisms are at work.

One detail I also found interesting—because I hadn’t considered it before—is that GenAI outputs can vary depending on when you use the tool. Duc Nguyen highlighted that if you query an LLM at a low-usage time, you may receive different answers than someone using the same tool at a high-usage time. For me, this raises a reproducibility issue: beyond prompts and model limitations, there may be “context” created by the tool’s operating conditions. If AI-assisted outputs influence even analytic summaries, then documenting how we used a tool may also need to include when we used it.

The third part on theorization made the “researcher role” point even sharper for me. The emphasis on emotions was not sentimental—it was a practical reminder of how we make sense of data. In my own work, emotions often signal where something needs attention: surprise, discomfort, tension, resonance. Those reactions can guide me to dig deeper, question assumptions, and consider alternative explanations. GenAI doesn’t have that. Even with careful prompting, the tools do not participate in the embodied, situated experience of being with the data. If I let the tool take the lead—especially in coding or theme-building—I risk losing the richness and complexity of what participants are saying and hence the interpretive sensitivity that supports theory building.

Related to this, the workshop also reminded me that qualitative analysis is never “one-size-fits-all,” because researchers themselves are not interchangeable. We do not bring the same experiences to the data—either in volume (how much fieldwork, how many interviews/cases) or in length and depth (how long we have engaged a setting or phenomenon). Those differences shape interpretation—and they shape how we read AI outputs. The same AI-generated code or summary will be taken up differently by a PhD student, a junior faculty member, and a senior scholar. This is another reason GenAI cannot be treated as a ‘quick fix’ without thinking: even when the output looks objective, its meaning and use depend on the researcher’s expertise, sensibilities, and theoretical commitments.

A final tension I left with is about efficiency. Many researchers may turn to AI to save time. But in practice, the output can be superficial or not quite “fit,” which means researchers can end up verifying, correcting, and re-contextualizing—and sometimes doing the analysis anyway. The workshop examples (including moments where the tool essentially tells you how to do it yourself) captured this well. The time-saving promises real in some micro-tasks, but it can easily become a time cost if you treat GenAI as a shortcut for interpretation.

After my attendance in the workshop, I believe that GenAI can be used carefully and honestly in practical tasks, but it does not work for theorization. To clarify, I still see value in GenAI in practical tasks like organizing my material and/ or finding a way around a large dataset. But what I do not want is for GenAI to take over the part of the work that actually builds theory. That part needs the researcher: slow reading, writing memos, and thinking reflexively about what the data might mean—especially when we, as researchers are trying to move from observations to explanations. I also believe that it is necessary that whenever we do use AI even in practical tasks, to keep clear notes: which tool we used, what we used it for, what we kept, what we rejected, and why. If GenAI output becomes important for my analysis, I’ll also note when and under what conditions I generated it. Finally, and bearing in mind reviewers and editors expectations in the use of AI, if I could ask the workshop facilitators (and the IB community) three follow-up questions, they would be:

1. Since LLMs mainly produce output text based on patterns (rather than truly understanding meaning), what epistemological assumptions are we implicitly accepting when we use them in qualitative analysis? Couldn’t this be a red flag of its own, in publishing qualitative research?
2. What is a realistic minimum standard for disclosing GenAI use in qualitative IB research? If I use LLMs in a small way (e.g., for text summaries), what would you expect me to report in a paper so that the analysis still feels transparent and trustworthy?
3. As reviewers (or editors), what would convince you that AI helped without weakening qualitative rigor—and what would be a red flag? If expectations aren’t clear, authors either avoid mentioning GenAI (bad for transparency) or over-rely on it (bad for rigor). This question pushes toward fair and consistent evaluation criteria.

We Reject the Use of Generative Artificial Intelligence for Reflexive Qualitative Research

Tanisha Jowsey¹, Virginia Braun², Victoria Clarke³, Deborah Lupton⁴, and Michelle Fine⁵

Abstract

Four hundred and nineteen experienced qualitative researchers from 32 countries invite readers of *Qualitative Inquiry* to consider their position on use of generative artificial intelligence (GenAI) for qualitative research. We hold the position that analytic approaches such as reflexive thematic analysis are human research practices requiring a subjective, positioned, and reflexive researcher and therefore the use of GenAI in such approaches is not methodologically congruent. We additionally reject GenAI for reflexive qualitative approaches on the grounds of social and environmental justice.

Keywords

generative, artificial intelligence, GenAI, reflexive, reflexive thematic analysis

Qualitative Inquiry
1–5
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The STATA News

New features. Perform psychometric meta-analysis that accounts for reliabilities and other statistical artifacts. Explore moderating effects in heterogeneous DID. Convert Word documents to HTML, Markdown, and EPUB.

An update to StataNow is now available. You can update your copy of StataNow to access the latest features:

- **Psychometric meta-analysis.** With the new `meta psycorr` command, you can perform psychometric meta-analysis—combining corrected correlations that account for measurement error, range restrictions, artificial dichotomization, and small-study bias. Use familiar commands in the `meta` suite to create forest plots, perform subgroup analysis, and more.
- **Proportional odds test.** The ordered logit model fit by `ologit` relies on the proportional odds assumption, also called the parallel lines assumption. With the new `estat parallel` command, you can easily test for proportional odds.
- **Moderating effects for heterogeneous DID.** The new `estat moderation` command estimates moderating effects after fitting heterogeneous difference-in-differences models. Learn how the cohort- and time-varying average treatment effects on the treated (ATETs) vary with covariates.
- **Convert Word documents to HTML, EPUB, and more.** With the new `docx2html`, `docx2epub`, `docx2markdown`, and `docx2txt` commands, you can convert Word documents (`.docx` files) to HTML, EPUB, Markdown, and plain text formats. Whether you create a report with Stata results by using `putdocx` or you have an existing Word document, you can easily convert your document to any of these formats.
- **Discrete derivatives.** Two new Mata classes are available for discrete numerical derivatives. Use the `DerivDiscreteDiff()` class to compute the coefficients for a real, discrete numerical derivative using finite difference approximation. And use the `DerivDiscretePartial()` class to compute discrete numerical partial derivatives.

You can see more new features in StataNow at <https://www.stata.com/new-in-stata/features/>.



The 3rd MethodsNET Conference takes place for the third and final time at the UC Louvain.

This unique global networking event will again bring together research methods experts (developers, innovators, teachers) and research methods users/learners at all career stages. Why this is the “place to be”:

- **Transdisciplinary Dialogue:** Connect with scholars from diverse fields facing similar methodological challenges.
- **Bottom-Up Innovation:** A program shaped by the community, featuring 6 specialized tracks and 10 interactive session formats.
- **Global Networking:** Join the MethodsNET Communities in person to brainstorm, collaborate, and define the future of research excellence

For more information visit: <https://methodsnet.org/about-the-3rd-methodsnet-conference/>

Ethnography and learning from the field

On 4 November 2025 the RM-SIG hosted a webinar on **Ethnography** with AIB Fellow Mary Yoko Brannen, Professor Emerita at San José State University and Honorary Professor of International Business at the Copenhagen Business School. In the webinar, Mary discussed her recent book, *Ethnography in International Business: Learning from the Field* (Cambridge University Press, 2025). The webinar was moderated by Fiona Moore, Professor of Business Anthropology at Royal Holloway, University of London. The following is a human-generated summary of their discussion.

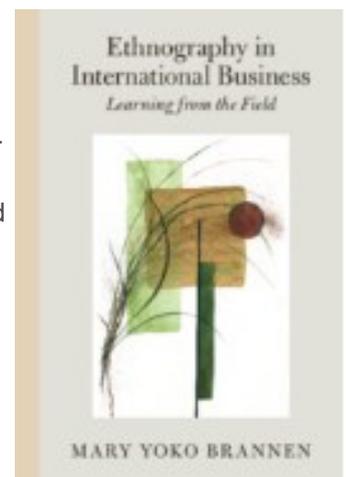


Mary opened the webinar with a reflection on the epistemological underpinnings of ethnography, foregrounding a central question: how do we come to know what we claim to know? Ethnography, she explained, is not merely a set of research techniques but a distinctive approach to inquiry, a logic and philosophy of understanding grounded in immersion and sustained engagement. It seeks to apprehend places, communities, and cultural practices from the perspectives of those who inhabit them, privileging lived experience and situated knowledge.

Ethnography differs from adjacent forms of inquiry, such as journalism, in its duration, relational depth, and methodological reflexivity. It requires careful consideration of which research questions are best addressed through immersive engagement, alongside sustained attention to the practical and ethical challenges inherent in close-up research. Writing, too, is integral to the ethnographic enterprise; the analytical and representational work of rendering social life intelligible is embedded in the very meaning of the term ethnography itself. Ethnography, however, is not descriptive. Rather, its close engagement with lived experience and contextual complexity makes it a powerful approach for developing new theoretical insights.

Mary also discussed the relevance of ethnography for IB where immersive approaches have historically remained underutilized. Although IB has long recognized culture as central to understanding internationalization, liability of foreignness, and cross-border complexity, it has often relied on distanced, cross-sectional designs and aggregate indicators. For example, the widespread use of cultural-difference indices (e.g., Hofstede) has provided accessible variables for empirical modelling, however, this has contributed to what was described as a condition of being “stereotypically rich but operationally poor”: the field is equipped with generalized profiles of national difference yet lacking nuanced insight into how individuals and groups actually experience, negotiate, and transcend such differences.

Ethnography offers a corrective that shifts attention from abstracted comparisons to close, situated engagement with the lived realities of organizational actors. This is particularly relevant to contemporary firms as they function as global meeting grounds. MNEs increasingly bring together individuals from diverse national, linguistic, and migratory backgrounds, shaped by intensified global mobility. In such contexts, culture does not manifest as a stable, singular national attribute; rather, it emerges as layered, negotiated, and dynamic. As such, ethnography enables scholars to identify cultural focal points, tensions, and bridging mechanisms as they unfold in practice to illuminate how cultural complexity is enacted, contested, and reconciled within everyday organizational life.



In doing so, ethnography deepens theoretical and practical understanding of how cultural complexity shapes, and is shaped by, organizational processes. To apply ethnography in IB, Mary concluded her presentation by outlining three approaches to ethnography: intracultural, transnational, and strategic ethnography.

Intracultural ethnography centres on a single, bounded organization. The objective is to develop a deeply contextualized, “native” understanding of cultural dynamics within one firm, particularly in situations such as foreign takeovers, mergers and acquisitions, or international joint ventures. This approach most closely resembles classical anthropological fieldwork in its sustained engagement to enable fine-grained analysis of how actors interpret, negotiate, and respond to cross-border organizational change.

Transnational ethnography adopts a comparative and explicitly dynamic orientation that challenges linear models of knowledge transfer that assume unidirectional flows from headquarters to subsidiary. It examines multidirectional processes of learning and adaptation, including how peripheral units reshape and transform the home organization. This approach is useful when examining a research question that spans across multiple locales, often requiring collaborative teams to address linguistic, geographic, and contextual complexity.

Strategic ethnography is related to managerial application. Here, ethnographic insight is utilized as a strategic resource to understand how culture evolves in diverse contexts and how such evolution can inform renewal at the organizational core. This approach is particularly relevant to senior leadership and consultants, as it links cultural understanding to reinvention, competitiveness, and long-term strategic adaptation. Strategic ethnography bridges scholarly analysis and executive practice, demonstrating how ethnographic knowledge can inform decision-making.

AIB RM–SIG Webinars: Recap

Process research methods for International Business

On February 17, 2026 the RM-SIG hosted a webinar on **Process Research Methods** for International Business with Ann Langley (Emerita Professor of Management at HEC Montréal, and Distinguished Research Environment Professor at University of Warwick) and Maria Andrea De Villa (Professor of Strategy at EAFIT University and Visiting Professor at University of Michigan-Flint). The webinar was moderated by Emmanuella Plakoyiannaki (Chaired Professor of International Business at the University of Vienna, Austria, and Visiting Professor at the University of Turku, Finland). The following is a summary of their discussion based on their recent *International Business Review* article titled 'Doing Process Research in International Business'.

Ann started the webinar by introducing what a process perspective entails in research. Process thinking, she explained, is about viewing organizational phenomena as unfolding over time - as becoming rather than simply being. A process perspective directs attention to movement, activity, and flow, seeking to understand how outcomes emerge through sequences of events, decisions, and interactions. This stands in contrast to the dominant variable-based approach that is often found in much of management research which seeks to explain outcomes through relationships between independent and dependent variables. Instead of isolating static factors, process research examines how issues evolve, how choices accumulate, and how patterns take shape over time. One common representation of process research therefore is to depict chains of events and activities that progressively explain how particular outcomes emerges. Another perspective is to conceive of process not merely as a sequence of events but as ongoing activity. From this perspective, even entities that appear stable are continuously constituted through everyday practices, interactions, and decisions. Activity and process are thus inherent to firm existence. Building on Ann's discussion, Maria followed by illustrating these ideas with examples from their joint research, showing how a process approach has been used in IB research. To read their article, visit: <https://doi.org/10.1016/j.ibusrev.2024.102316>

RM-SIG webinar recordings can be accessed by AIB members, visit: <https://member.aib.world/videos/rmsig.asp>



Sage Research Methods

SAGE Publications has launched SAGE Research Methods, a comprehensive online learning platform designed to support the teaching and practice of research methodology across the social sciences. The platform provides access to an extensive range of resources, including:

- Books and reference works: Hundreds of titles offering guidance from concise methodological definitions to in-depth examinations of research concepts and approaches.
- Case studies: Practitioner-led accounts illustrating methodological application and research design in real-world contexts.
- Datasets: Step-by-step instructional guides accompanied by sample quantitative and qualitative data to support analytical skill development.
- Podcasts: Conversations with leading social science scholars reflecting on contemporary methodological challenges.
- Videos: Tutorials, expert interviews, and video case studies demonstrating research in practice.

Additional thematic resources include:

- Data and research literacy: Materials aimed at increasing understanding of the research process and the role of data.
- Data visualisation: Instruction on producing effective visual representations through annotated examples, video guidance, and practice datasets.
- Diversifying and decolonising research: Resources supporting inclusive, critical, and ethically informed research.

For further information or to access the platform, visit: <https://methods.sagepub.com/>

The Historical Evolution of International Business: Growth Trajectory of an Academic Field of Study

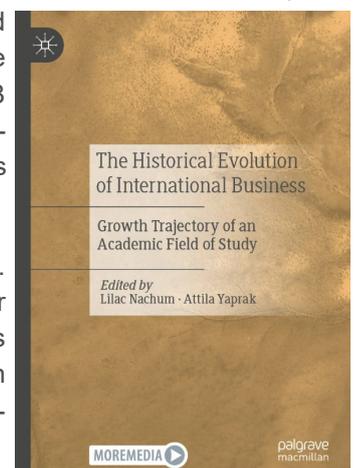
Editors: Lilac Nachum, Attila Yaprak

- Offers a longitudinal scope that traces the evolution of IB as a field of study from the late 1950s to the present
- Uses an integrated framework that traces cross-influences in the trajectories of IB thought, teaching and institutions
- Presents a comparative perspective on IB's history, in comparison to developments in other fields of study



This book represents the first and most comprehensive account of the history of International Business (IB) as a field of study. The chronicling of the evolution of IB thought, teaching, and institutions in a unified framework serves to observe the interdependencies among these components and demonstrates the ways by which they have jointly shaped IB as a field of study. The book is based on vast volumes of original material whose discussion and interpretation by leading IB scholars creates a dialogue between historical perspectives and contemporary developments and shows the critical role of history in understanding the current state and discourse of IB as a field of study. The book situates the history of IB within the broader context of business, political, and societal developments, and examines the interaction between external and internal forces as they have shaped the field's growth trajectory, both on its own and in comparison with those of other fields of study

Contributors include: Feng Zhang, Yuanyuan Li, Peter J., Buckley, John Cantwell, D. Eleanor Westney, Celso Roberto de Aguiilar Pinho, Maria Luiza Carvalho de Aguiilar Pinho, Ray Aggarwal, Matthias Kipping, Teresa da Silva Lopes, Geoffrey Jones, Louis T. Wells, James D. Goodnow, S. Tamer Cavusgil, Suma Athreye, Martyna Sliwa, Alain Verbeke, Lilac Nachum, Lorraine Eden, Patrick Manning, Gabriel R. G. Benito, Rolv Petter Amdam, Timothy M. Devinney, Jean-Francois Hennart.



Handbook for Qualitative Research in Emerging Markets Methods and Applications

Edited by **Helena Barnard** (Gordon Institute of Business Science, University of Pretoria, South Africa)

This Handbook uses first-person narratives from a diverse array of leading scholars to capture the complexity of qualitative research in emerging markets. It showcases the value of interdisciplinary research in under-theorised contexts and provides actionable guidelines for established and emerging scholars in the field. Contributing authors reflect on the challenges and opportunities of emerging markets research, linking their experiences with extant literature. They examine methods-related difficulties such as data gathering and analyse other challenging factors including issues of ethics and bias. Chapters highlight key aspects of doing research in challenging contexts and present scholarly solutions for future work in the field. The Handbook for Qualitative Research in Emerging Markets is an essential resource for academics and students of international business, management, development studies and qualitative research methods. Researchers of emerging markets will particularly benefit from the book's practical insights.



Contributors include: Roberta Aguzzoli, Sa'ad Ali, Edgard Barki, Helena Barnard, Jorge Carneiro, Ira Chatterjee, Fang Lee Cooke, Carole Couper, Afonso Fleury, Maria Tereza Fleury, Maria Alejandra Gonzalez-Perez, Lise Hagen, Minna Halme, Carolina Herrera-Cano, Pradeep Kumar Hota, Srivardhini K. Jha, Aloysius Marcus Kahindi, Thilde Langevang, Pablo Leão, Farsan Madjdi, Anastacia Mamabolo, Gloria Mbokota, Rebecca Namatovu, Luis Oliveira, Anirvan Pant, Rebecca Piekkari, Maurício de Almeida Prado, A. Rebecca Reuber, Melodena Stephens, Charles E. Stevens, Cristina Velez-Valencia, Louise Whittaker, Marleen Wierenga, Badri Zolfaghari

BOOK REVIEW

Handbook for qualitative research in emerging markets methods and applications

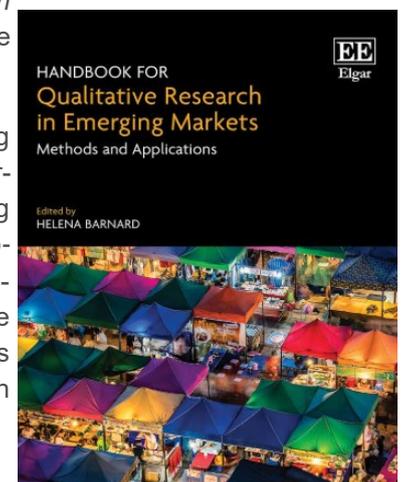
By **Emmanuella Plakoyiannaki** (University of Vienna) and **Maria-Cristina Stoian** (Brunel University of London)

Qualitative research has increasingly been recognized for its potential to advance understanding of contexts and phenomena characteristic of emerging markets. In the field of international business (IB), such contexts are especially valuable for adding fresh perspectives to the literature and extending theory beyond traditional Western-centric frameworks. Rapid industrialization, economic development, and the rise of a diverse middle class make emerging markets substantially different from developed economies. These distinctive features position emerging markets as fertile ground for enriching the IB field. Yet, this potential is accompanied by significant methodological, contextual, and practical hurdles (Plakoyiannaki, Wei, & Prashantham, 2019). Helena Barnard's *Handbook for Qualitative Research in Emerging Markets: Methods and Applications* offers the first comprehensive volume dedicated to qualitative methodologies in these contexts.



Contributors to this edited collection examine data collection, analysis and theorizing in developing economies, which are often grouped under the label 'emerging markets' but are in fact highly diverse and demand careful contextual analysis. Drawing on a wide range of settings, the book highlights under-researched markets in Sub-Saharan Africa, where research challenges differ markedly from those in more frequently studied economies such as China and India. Importantly, it draws on the lived experiences of scholars carrying out IB research in these contexts and offers practical solutions to common challenges in both conducting and publishing such work.

To read the book review in full, visit: <https://doi.org/10.1057/s41267-025-00812-z>



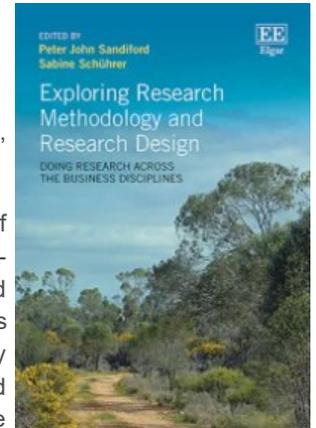
New and forthcoming book titles: Edward Elgar

Exploring Research Methodology and Research Design

Doing Research Across the Business Disciplines

Edited by Peter John Sandiford, Senior Lecturer in Organisational Behaviour and Sabine Schührer, Research Fellow, University of Adelaide Business School, University of Adelaide, Australia

This book introduces research methodology to business scholars. It draws on the experiences of academics at different stages in their careers, from early career researchers to seasoned professors. These serve as examples of actual practice both applying relevant methodological theory and exploring its implications for research across the business disciplines. The book's contributors share alternative perspectives and sometimes controversial ideas that call for debate in the theory and philosophy of business research. They focus on the connection between research design and philosophical concepts such as ontology, epistemology and axiology. Ultimately, they emphasise that all researchers must take responsibility for their work and the challenging decisions they face despite being inevitably influenced by political, disciplinary and organisational constraints. This book will be particularly beneficial to Honours, Masters by research and Doctoral students from a variety of business disciplines, such as accounting, finance, international business, management, marketing and organisational studies. It provides a starting point for learning about the challenges and joys of social research. It also offers experienced researchers, educators and supervisors a reminder and refresh about methodological issues, revisiting and introducing alternative scholarly perspectives.



How to Design, Write and Publish Qualitative Research for Insight and Impact

How To Guides

Charlotte Cloutier, Professor of Strategy, Department of Management, HEC Montréal, Canada, Ann Langley, Professor Emeritus, Department of Management, HEC Montréal, Canada and Distinguished Research Environment Professor, University of Warwick, UK and Kevin Corley, Professor of Management, Imperial College London, UK

This book explores how authors can produce and communicate interesting, compelling and impactful qualitative research, providing practical guidance on how to develop novel and theoretically interesting insights sought after by academic journals. It outlines the key phases of the research process, from identifying research questions to achieving publication success, while considering the future trends likely to shape qualitative research in the coming years.

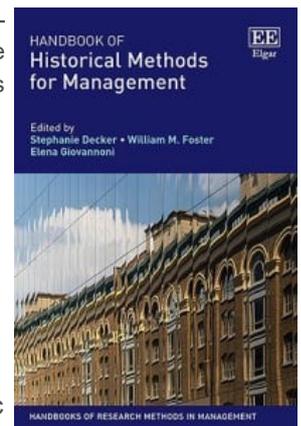
Drawing on their extensive experience in publishing, reviewing and editing academic articles in the business and management field's top journals, Charlotte Cloutier, Ann Langley and Kevin Corley outline how to best cultivate, craft and polish the novel theoretical insights embedded in qualitative data. They adopt a unique approach to the research process by analyzing prior exemplary work and addressing common mistakes revealed in editorial and review letters issued by the editorial teams of leading journals. The authors offer strategies to navigate the iterative nature of qualitative inquiry, as well as guidance and advice for consistently producing high-quality outputs. This book is an essential resource for business and management, public administration, psychology and sociology scholars looking to improve their qualitative research skills. It is also a crucial read for both novice and experienced qualitative researchers across the social sciences wishing to gain deeper insights on the topic.



DID YOU KNOW?

Stephanie Decker, the co-chair of the Research Methods track at this year's AIB annual meeting, co-edited *The Handbook of Historical Methods for Management*, which was published by Edward Elgar last year.

If you are interested in historical research methods, make sure you attend Stephanie's clinic during the Manchester annual meeting.





RM-SIG Best paper award 2025: congratulation Sokol and Mark!

Sponsored by the University of Vienna, Austria

Congratulations to the Award Winners: **Sokol Celo** (Suffolk University, USA) and **Mark Lehrer** (Suffolk University, USA).

At the 67th AIB conference in Louisville, the University of Vienna, Austria sponsored the Research-Methods award. The finalists were:

- *Host-Country Attributes and Asset-Light Entries of Young Knowledge-Intensive Firms: Automated Machine Learning Approach* by Martina Musteen (San Diego State University) and Md Imtiaz Mostafiz (University of Leicester)
- *Beyond Liability: Startup Preference for Foreign Investors* by Ofir Gefen (National University of Singapore), David Reeb (National University of Singapore), Johan Sulaeman (National University of Singapore), Hunghua Pan (National Taiwan University) and Andrew Delios (National University of Singapore).
- *Leveraging Complexity Theory and Complex Adaptive Systems for International Business Research* by Sokol Celo (Suffolk University, USA) and Mark Lehrer (Suffolk University, USA).

The awarding committee comprised of Bo Nielsen (University of Sydney), Ryan Tang (Griffith University), Eriikka Paavilainen- Mäntymäki (University of Turku), Roberta Aguzzoli (Durham University), and Emmanuella Plakoyiannaki (University of Vienna). In awarding the paper, the committee wrote:

The paper focuses specifically on making methodological contribution in IB. Interdisciplinary research is largely called for in IB research, but not many studies actually pick up the gauntlet to offer practical implications. In this regard, the paper provides relevant and interesting, but also applicable contributions on how the concepts and methods of complexity theory and complex adaptive systems can be employed in theory-creating, theory-elaborating and theory-testing in practice.

For more information on the RM-SIG, find us on the Web at:

<https://rmsig.aib.world/>

And on LinkedIn

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If you have any feedback, content or suggestions for the next issue, please contact the co-editors:

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