UNIVERSITÀ di VERONA | Dipartimento di ECONOMIA AZIENDALE

SIMktg

1st Workshop on
Qualitative Comparative Analysis (QCA)

Dipartimento di Economia Aziendale, Università of Verona
Via Cantarane 24, 37129 Verona

June 6th, 2019, 9.30-16.00

KEYNOTE SPEAKER

Rouxelle de Villiers

Auckland University of Technology, New Zealand

Rouxelle De Villiers is senior lecturer in marketing at Auckland University of Technology, a triple crowned (AACSB, Equis, EMBA) university in New Zealand. She is responsible for the various practice-based, industry-led MBA studies in Marketing Principles, Brand Strategy and Global Sales Management.

Session discussants:

Ilenia Confente
Dip. di Economia Aziendale
(Università di Verona)

Matteo Corciolani
Dip. di Economia & Management
(Università di Pisa)

Ivan Russo
Dip. di Economia Aziendale
(Università di Verona)

Daniele Scarpi
Dip. di Scienze Aziendali
(Università di Bologna)

PROGRAMME

9.30-10.00h: Registration of the participants

10.00-11.00h: Session "Introduction to QCA"

- Why QCA as methodology?
- Asymmetric vs symmetric analysis
- From narrow view, to broader approach with QCA

11.00- 11.30h: *Coffee break*

11.30-12.45h: Session "Implementing QCA as empirical study: procedures and configural analysis"

- From dataset to qualitative comparative analysis (QCA): beyond the "All-or-Nothing" association via QCA.
- Step by step procedures (The property space; set-membership measures; evaluating consistency in set relation; logical reduction and analysis of configuration)
- Interpreting results

13.00-14.00h: *Lunch break*

14.00-16.00h: Session "Your paper your way: QCA in action"

- Three cases from marketing, management and supply chain journals: meet the authors
- Tricky points, future challenges and opportunities to publish
- Discussion on your research ideas

The workshop is open to anyone is interested in knowing more about QCA. PhD students, research fellows, faculty members, etc. are welcome.

Participation in the workshop is free. No fee is required. However, <u>registration at the workshop</u> <u>is mandatory</u> within June, 1st, 2019 <u>here</u>.

Further information will be provided after registration directly by email.

Participants are welcomed to read the following before the workshop:
- De Villiers, R., & Tipgomut, P. (2018). Reviewing the marketing theory adoption journey for studies using QCA as a methodological approach: Insights, gaps and agenda for future research. *Australasian Marketing Journal* (AMJ), 26(4), 317-337.
- De Villiers, R. (2015). Consumer brand enmeshment: Typography and complexity modeling of consumer brand engagement and brand loyalty enactments. *Journal of Business Research*, 68(9), 1953-1963.
- Woodside, A. G. (2014). Embrace• perform• model: Complexity theory, contrarian case analysis, and multiple realities. *Journal of Business Research*, 67(12), 2495-2503.
- Wu, P. L., Yeh, S. S., & Woodside, A. G. (2014). Applying complexity theory to deepen service dominant logic: Configural analysis of customer experience-and-outcome assessments of professional services for personal transformations. *Journal of Business Research*, 67(8), 1647-1670.

HOW TO FIND US

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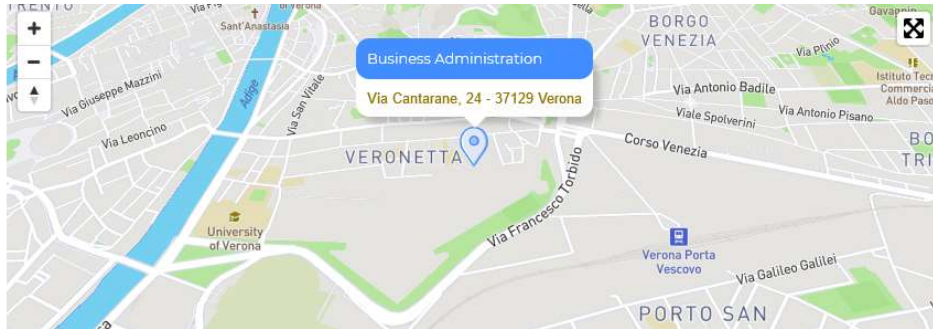
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