## “Topics in Management and Accounting Research”

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<td>22 Oct. (14:30-16:30)</td>
<td>#1 IDM</td>
<td>Performance in servitization (I)</td>
<td>Lino Cinquini</td>
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<td>Performance in servitization(II)</td>
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<td>23 Oct. (9:00-18:00)</td>
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<td>Argumentation and research design in management and accounting (I)</td>
<td>Hanne Nørreklit (Aarhus University)</td>
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<td>29 Oct. (9:00-11:00)</td>
<td>#1 IDM</td>
<td>Research in Management and Accounting using a Pragmatic Constructivist Approach</td>
<td>Hanne Nørreklit and Lennart Nørreklit (Aarhus University)</td>
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<td>26 Nov. (9:00-18:00)</td>
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<td>28 Nov. (9:00-11:00)</td>
<td>#1 IDM</td>
<td>Qualitative Research under Pragmatic Constructivism (I)</td>
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Topics in Management and Accounting Research – Argumentation and Research Design

Course responsible:
Professor Lino Cinquini, Institute of Management, Scuola Sant’Anna of Pisa

ECTS credits: 5

Prerequisites:
The course assumes basic background knowledge within philosophy of science and methodology.

Learning outcomes:
The students will be introduced to argumentation and research design within different paradigms. Scholarly argumentation forms a crucial dimension of producing a solid research contribution. Scholarly argumentation is important in all the steps and parts of research, e.g. for formulating clear problem statements, for structuring and linking the major dimensions of a research project in order to address the central research problem (research design), for sound use of concepts and theories, and for addressing the notions of validity and truth. The course is intended to develop the participants’ ability to make sound research argumentation by presenting methods and theories for analysing and evaluating theoretical and practical argumentation in the fields of management and accounting.

After completing the course the participants should:

- have advanced knowledge about principles and methods for sound research argumentation
- be able to analyse and evaluate the soundness of the research designs and argumentation applied in academic work.

Topics
The course introduces concepts of rhetoric, logical, practical and scholarly argumentation. Special emphasis is given to scholarly argumentation in the various elements of a project, such as problem analysis, concept analysis and theoretical argumentation, choice of meta-theoretical basis as well as methodical structure and procedure. The implications of using various philosophies of science, such as positivism, rationalism, social constructivism and pragmatic constructivism, as meta-theoretical basis for analysing research problems and for the design of work paradigms are discussed during the course. Special attention will be given to pragmatic constructivism and to studies of servitization.

Literature
The course literature consists of texts on argumentation and rhetoric in general as well as articles from academic journals in the management and accounting field.

Teaching method:
The course consists of four seminars and two intensive two-day sessions. Individual studies are required prior to the meeting. The first session, a four-hour seminar on management of servitization, addresses logical and practical argumentation, concentrating on sound and non-sound argumentation. Furthermore, basic rhetorical terminologies and tools for text analysis are introduced (including stylistic devices such as tropes, figures and lexis in general). Finally, core dimensions of making a feasible research design are introduced. Various academic texts will be analysed and discussed in class, with focus on the argumentation and the discourse universes that they produce. The third seminar gives an introduction to core aspects of pragmatic constructivism. At the fourth session, each participant will present arguments for different research designs related to his/her own research project; the other participants will discuss these. The fifth and sixth session will present examples of Qualitative Research under Pragmatic Constructivism.

**Requirements for course approval and evaluation:**
Active participation in the course meeting, in the form of presentations and discussions of selected articles, is required. Additionally, participants should obtain a passing grade on the final paper on research design related to their own project. For the final paper of the forth session, each student has to prepare a paper demonstrating sound argumentation related to his/her own research project. All participants are asked to provide a ten-page outline of their project designs and present this to the other participants. The project designs should i) provide a theoretical analysis of a concept of importance to the research project and ii) link the scientific goal and problem of the project to the major elements of the work paradigm and analyse the probability of meeting the scientific criteria.

**Literature**

**Readings – Session 1-2**

**Readings – session 3**

Minor parts of selected articles will be analysed in class

Readings session 4

or

Readings session 5
Student papers

Readings session 6
To be announced

Other Referenced Material for the Lectures