

**University of Biskra  
Faculty of Economics,  
Commerce and Management Science  
Finance, Banking and Management Laboratory,  
Governance and value creation research team,  
Organize an**

**International scientific symposium,  
entitled:**

## **Qualitative Research Methods in Management Sciences**

**Thursday February 04 th, 2021**

**President of the symposium : Dr. Fateh DEBLA**



The use of qualitative methods has many advantages for management science; it focuses not on measuring organizational phenomena but rather on how to understand them in a close, in-depth and constructive way in order to find the appropriate solutions to understand them correctly. If the use of quantitative and/or qualitative methods depended on the epistemological positioning in which the object of the research fit and the choice of the researchers themselves.

This dichotomy between quantitative and qualitative methods makes no longer sense today as long as the goal is to have a clear and objective representation of reality in all its sides. In a triangulation process These two groups of methods coexist and are complementary necessarily.

Many various tools can be used for data collection in qualitative researches such as observation, experimentation, interviews, texts and documents. In order to analyse these data, there are different qualitative methods, these methodological tools can be apprehended through content analysis, discourse, narration, textual data, meetings...etc.

Regarding to textual analysis for example, it is possible to use lexical, linguistic, thematic and cognitive approaches (Fallery and Rodhain, 2007).

Other approaches prefer to be part of new innovative paths such as semiotics, the analysis of cultural differences, the comparative method, the collaborative approach, the historical method, research based on the analysis of interactions, on process, on art, or auto-ethnography (Garreau and Romelaer, 2019). The list is certainly not exhaustive and differs according to the field and the theme studied. On top of that, the existing of digital tools as NVivo, Alceste, Tropes ...etc made a noticeable contribution in the process of analysis.

What possibilities do these qualitative methods offer to researchers in management science today? What criteria of scientificity do they evoke to justify themselves? What are their limits and challenges?

In conclusion, several questions arise for the researcher in management sciences as to his scientific approach used to produce scientific knowledge which is legitimate vis-à-vis the scientific community and society in general.

This scientific day proposes to further discuss these concerns through the following axes:

**Axes:**

1. Positioning and epistemological paradigms
2. Triangulation of quantitative and qualitative methods
3. Qualitative methods of data collection and analysis
4. Results validation process (construct validity, internal and external & reliability)
5. Limits, difficulties and criticisms addressed
6. Perspectives and new research paths.

**Objectives:**

1. Bring together teachers, doctoral students and researchers to discuss one of the important themes of research methodology.
2. Show the contribution and usefulness of qualitative methods in the advancement of research in management sciences.
3. Pave the way to new innovative practices in qualitative research.

**Languages of the symposium:** Arabic, French and English.

**Writing rules (Layout)**

- Proposals of 15 to 20 pages maximum, (time new roman, 12, for French and English, Traditional Arabic, 14, for Arabic), normal, except for titles in bold, single line spacing justified, page A4, margins 2.5.
- It is recommended to comply with the requirements of the APA (6th Version, Edition 2010).

**Indicative Bibliography**

- Albert Davis. (1999). Logique épistémologique et méthodologie en sciences de gestion », Conférence de l'AIMS, mai.
- Angers Maurice. (2015). Initiation pratique à la méthodologie des sciences humaines, Casbah Editions, Alger, 428 P.
- Curchod. (2003). La méthode comparative en sciences de gestion : vers une approche qualitative de la réalité managériale », Revue Finance, Contrôle, Stratégie, Vol, 06, n° 02, juin.
- Dennis, ST- GYR Tribble et Line Saintonge. (1999). Réalité, subjectivité et crédibilité en recherche qualitative : quelques questionnements », revue Recherches qualitatives, Vol 20.

Fallery Bernard et Rodhain Florence. (2007). Quatre approches pour l'analyse de données textuelles : lexicale, linguistique, cognitive, thématique, XVIème conférence de l'association internationale de management stratégique AIMS, Montréal, Canada, PP 1-16, hal-00821448

Garreau Lionel et Romelaer Pierre. (2019). Méthodes de recherche qualitatives innovantes, Broché, Economica, Paris, 320 P.

Gavard – Perret, M.L et al. (2009). Méthodologie de la recherche, réussir son mémoire ou sa thèse en sciences de gestion Pearson éducation, Paris.

Haxchuel .A. (??). Epistémologie et méthodologies qualitatives » Cours de DEA, GDO, MOPP, Ecole des mines, Nanterre, Paris.

Raymond- Alain Thiétart et al. (2014) Méthodes de recherches en management, 4 édition, Dunod, Paris, 644 P.

Uma Sekaran. (2003). Research methods for business, A skill building Approach, 4th Edition, John Wiley & Sons, Inc., 450 P.

### Organizing committee

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Mhamedi Rachid, AAM, Member U Biskra  
Romani Ahmed, CBM, Member U Biskra  
PhD student Selikh Houria, Member U Biskra

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### Calendar:

- Deadline for receipt of final proposals for the day: **23/01/2021**
- Notification of proposals: **25/01/2021**
- The symposium will be held on Thursday **February 04, 2021 from 9:00 am**

The detailed program will be disclosed later

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