

CONDUCTING PRACTICE STUDIES – INTRODUCTION, METHODS & CHALLENGES

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APPROACH TO STUDYING PRACTICE

- ✖ Co-researcher: Denise Jarratt, Charles Sturt University, Australia
- ✖ Unstructured two-hour conversations during 2002-7
- ✖ Thirty CEOs and Chairs in major UK firms responsible for determining where, why and how their organisations engaged with their markets
- ✖ Questions driving data capture
- ✖ Analysis 1 (Methodologies & Tools; Competitive strategy taxonomies)
- ✖ Analysis 2 (Metaphors & knowledge domains in discourse)
- ✖ Analysis 3 (Process models)
- ✖ Analysis 4 (Power & Knowledge)

CHALLENGES

- ✗ **CONCEPTUALIZING/DESIGNING:**
 - + Methodological Focus
 - + Epistemological underpinnings
 - + Experiment
- ✗ **CONDUCTING:**
 - + High level access
 - + Feedback to practitioners
- ✗ **PUBLISHING:**
 - + Rigour/Robustness vs. Relevance
 - + Relative novelty of discursive approaches
 - + Paradigm incommensurability
 - + Journal reluctance to publish