4th Annual Content Analysis Professional Development Workshop

CALL FOR PROPOSALS

Primary Sponsor: Managerial & Organizational Cognition (MOC)

Co-Sponsors: Research Methods (RM), Organization and Management Theory (OMT), Business Policy & Strategy (BPS), Social Issues in Management (SIM), Entrepreneurship (ENT)

Friday, August 3, 2012 8:00AM - 12:00PM at Sheraton Boston Hotel, Back Bay Ballroom C

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Part I (8:00AM – 10:00AM): Introduction to Content Analysis

Part II (10:00AM – 12:00PM): Proposal Feedback (must submit proposal by 6/1)

Are you using content analysis techniques and applications in your research? Would you like to learn more about this widely applicable methodology and discuss your work with major scholars in the field? Please join us for the 4th annual Content Analysis PDW on Friday, August 3rd at the 2012 Academy of Management Annual Conference in Boston.

Part I of the PDW will provide an introduction to content analysis as a research methodology and outline appropriate applications, reliability, and validity concerns. Experts will walk through examples of content analysis techniques from published research and an expert panel will address questions and offer publishing tips.

In Part II, experts and authors will interact in small-group roundtables to discuss the content, structure, techniques, and potential journal outlets of each manuscript. Research proposals will be selected and shared for pre-reading among group members with similar interests in advance of the PDW.

Part I is open to all attendees and does not require pre-registration.

To attend Part II you must submit a proposal for review by 6/1.

Please see submission details for Part II below.

WHO: This roundtable workshop is open to all faculty and Ph.D students who are doing research that utilizes content analysis techniques and applications.

WHAT: Your submission should not exceed 2 single-spaced pages of written text. You may also include 1 additional page of figures, tables, and related output. Please include the following in your submission:

1. Research topic and conceptual framework
2. Key research questions
3. Methods
4. Key findings (if applicable)
5. Challenges (the area on which you would like to focus discussion)
6. Four keywords that describe your proposal
7. Faculty + rank or Ph.D. student + year in program

KEY DATES

Submissions due: June 1, 2012
Send to: contentanalysis1@gmail.com
Acceptance notices sent by June 15, 2012

We are very pleased that the following scholars have agreed to participate:

Mark Kennedy                      Vilmos Misangyi                      Rhonda Reger
Lori Kiyatkin                     Paula O’Kane                         Jeremy Short
Braydon King                       Mike Pfarrer                         Larry Stimpert
Moriah Meyskens                   Anastasiya Zavyalova                  Miles Zachary

Remember, you may attend either or both parts of the PDW. Part I is open to all attendees. Part II is by invitation only if your proposal is accepted. We look forward to seeing you in Boston!

Lori Kiyatkin                      Moriah Meyskens                      Mike Pfarrer
Assistant Professor               University of San Diego               Assistant Professor
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