



The Ethnography Circle

I've Collected My Data...Now What?

**3rd Meeting Tuesday 15th January
Seminar with Paula Jarzabkowski**



In the third meeting of the ethnography circle we have a seminar with Prof. Paula Jarzabkowski from City University, London. Drawing from her experiences, she will lead an informal discussion about ethnography and how we can 'push the boundaries' in data collection, as well as, given the theme this year, how we can write more persuasive texts.

Prof. Jarzabkowski is a Professor of Strategic Management. Her research focuses on strategy-as-practice in complex contexts, such as regulated firms, third sector organizations and financial services, particularly insurance and reinsurance. Her research in this regard has been foundational in the establishment of the field of strategy-as-practice. She is experienced in qualitative methods, having used a range of research designs, including cross-sectional and longitudinal case studies, and drawing on multiple qualitative data sources including interviews, observation, audio and video ethnographic techniques and archival sources to study private and public sector organizations. In particular, this includes the first global ethnography – a programme of research that included the use of video methods - of the reinsurance industry.

In preparation for her session Prof. Jarzabkowski recommends that the participants read two papers that might be interesting to people as background reading on her and her recent ethnographic work:

Jarzabkowski, P., Bednarek, R., & Cabantous, L. (2015). Conducting global team-based ethnography: Methodological challenges and practical methods. *Human Relations*, 68(1), 3-33.

Jarzabkowski, P., Bednarek, R., & Lê, J. K. (2014). Producing persuasive findings: Demystifying ethnographic textwork in strategy and organization research. *Strategic Organization*, 12(4), 274-287.

Admission is
free and open
to students
from other
institutions

**Seminar will be conducted between 3-5 pm, 15th January at Wolfson
Research Exchange, Uni of Warwick, Library, CV4 7AL**

For information and to register please contact: ethnography@wbs.ac.uk

