



Inter-University Research Seminar

Registration

- The participation in this seminar is **free of charge**, as the seminar costs will be covered by the Institute of Business Economics and Industrial Sociology as well as the Faculty of Mechanical Engineering and Economic Sciences of TU Graz.
- Registration is open from **now until January 10th 2025**.
- Registration is managed by:
Volker Koch, Dipl.-Ing. Dr.techn.
E-mail: [volker.koch\(at\)tugraz.at](mailto:volker.koch(at)tugraz.at)

Venue

The seminar will be conducted **online** via Webex. Registered persons will receive an invitation via e-mail in due time.

Organisation

Graz University of Technology
Working Group “Industrial Marketing, Purchasing and Supply Management“ of the Institute of Business Economics and Industrial Sociology

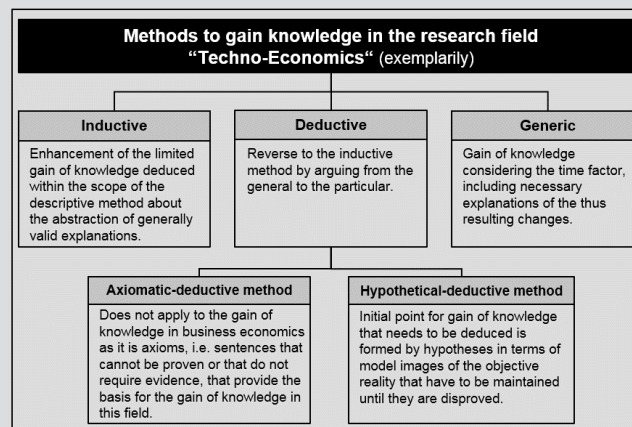
For any questions regarding the seminar please do not hesitate to contact

Prof. Dr. Bernd M. Zunk
E-Mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)

Techno-Economic Research Methods

Methods are considered crucial to every scientific discipline as they **ensure rationality and verifiability of scientific findings**.

At a glance, the following figure illustrates a selection of the **key methods** within Business Economics (and, thus, of Techno-Economics and Management Science). Of course, both abstract methods and models used to reproduce complex economic realities in a simplified way are indispensable in Business Economics/ Techno Economics/ Management Science.



This might give you a short impression of why this research seminar could be useful for your future research and teaching career.



Making Sense of Qualitative Data

Date: 21.01.2025

Goal of this Seminar

Are you new to qualitative research?

Do you want to enhance your skills in analyzing and interpreting qualitative data effectively?

The goal of this seminar is to equip participants with essential **skills for analyzing qualitative data effectively**. Through an introduction to the three main approaches to qualitative data analysis, attendees will learn **how to organize and prepare data** for analysis, **apply methodological rigor** using quality criteria, and **understand the significance of selecting the appropriate analysis technique** for their research questions.

Participants will leave with practical insights into conducting qualitative research with enhanced clarity and confidence.

Target Group

This workshop is designed for **IEM master's and PhD students / early stage researchers** who are interested in exploring qualitative data analysis.

Schedule

Tuesday, January 21th, 2025

Session 1 (9:00am to 12:00am)

Qualitative data analysis approaches: How to organize and prepare data for analysis?

Lunch-Break

Session 2 (01:30pm to 03:00pm)

Selecting the appropriate analysis technique for their research questions

Session 3 (03:00pm to 04:00pm)

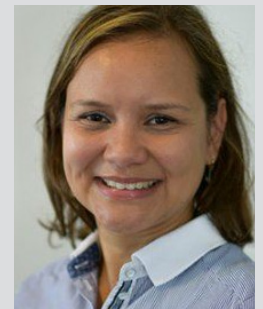
Applying methodological rigor

Session 4 (04:00pm to 05:00pm)

Presentations

Lecturer

Katia Picaud-Bello is an Associate Professor at ESSCA School of Management in France. Her research focuses on the role of purchasing in innovation projects, technology sourcing, and purchasing competencies for innovation and sustainability.



Katia has published in leading academic journals such as Journal of Purchasing and Supply Management, Industrial Marketing Management and Management & Avenir (French). She is member of the Executive Committee of the International Purchasing and Supply Education and Research Association (IPSESA), and member of the Scientific Committee Purchasing Council "Conseil des Achats", centers of education, research and professional excellence in purchasing and supply management.

Teaching Experience

Katia Picaud-Bello designs and teaches purchasing management courses at ESSCA, supervises master's theses in various programs, and has taught qualitative research to Fudan University students in the double-degree Master of International Business program.