

Seminar on Qualitative methods and research design
13th November (evening) to 17th November (afternoon)
Univ Lille Nord de France – Skema Business School, France

PROGRAM

Monday November 13th :

- 6 pm : Welcome cocktail at « Odéon »

Tuesday November 14th :

- 8.15am- 8.45am : Registration
- 8.45am-10.45am : Introduction of the seminar + students' presentation
- 10.45am-11am : Break
- 11am-1pm : Lecture « Qualitative and quantitative mixed methods », Eric ARNOULD

- 1pm-2pm : Lunch at Skema
- 2pm-4pm : Lecture « Ethnography », Meltem TURE
- 7.30pm : Dinner at « Brasserie de la Paix »

Wednesday November 15th :

- 9am-11am : Lecture « Historical methods », Olga KRAVETS
- 11am-11.15am : Break
- 11.15am-1pm : Mini group workshop « The context : an important research choice »

- 1pm-2pm : Lunch at Skema
- 2pm-3.30pm: Lecture « Ideological choices in research framing », Melea PRESS
- 3.30pm-5.30pm : one to one meetings

Thursday November 16th :

- 9am-11am : Lecture « Philosophical foundations of existential-phenomenology », Jeff MURRAY
- 11am-11.15am : Break
- 11.15am-1pm : Lecture « Practicing existential-phenomenology », Hélène CHERRIER – and Jeff MURRAY

- 1pm-2pm : Lunch at Skema
- 2pm-4pm : Roundtable « Bringing a methodological contribution »
- 4pm-6pm : One to one meetings
- 8pm : Social dinner at « Zango »

Friday November 17th :

- 9am-11am : Lecture « Semiotics », Soren ASKEGAARD
- 11am-11.15am : Break
- 11.15am-1pm : Mini group workshop

- 1pm-2pm : Lunch at Skema
 - 2pm-3.30pm : One to one meetings
 - 4pm-6pm : Event « An ethnography of wine testing... »
- Closure of the seminar

Adresses :

- . **Skema** Campus de Lille, Avenue Willy Brandt, 59777 Euralille
- . **Odeon** 37 Rue de Puebla, 59000 Lille
- . **Brasserie de la paix** 25 Place Rihour, 59000 Lille
- . **Zango** 36 Rue de Gand, 59800 Lille