QUALITATIVE RESEARCH METHODS IN BUSINESS AND ACCOUNTING: The example of analysts and soft information

John Holland
Adam Smith Business School
University of Glasgow

11.00 – 11.30 Opening address:
Prof. Vitorocco Peragine, Head of Department of Economics & Finance
Prof. Anna Lucia Muserra, Department of Economics & Finance
Prof. Nicola Coniglio, Department of Economics & Finance

11.30 – 13.00 Key note guest lecture:
Qualitative Research: What Opportunities and Challenges in Business and Accounting Research?
John Holland, University of Glasgow, Adam Smith Business School

13.00 – 13.30 Closing remarks

Organising Committee: Anna Lucia Muserra, Marco Papa, Francesco Grimaldi
Seminar attendance is free of charge. However registration is essential and required.
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ECONOMICS & FINANCE RESEARCH SEMINARS
UNIVERSITY OF BARI ALDO MORO

- 28 May 2018, IV Open Research Seminar: The Future Of Corporate Reporting and The Role Of Non-Financial Information Regulations, Mike Jones, University of Bristol.


- 30 May 2013, III Open Research Seminar: Creative Accounting, Fraud and International Accounting Scandals, Mike Jones, University of Bristol.

- 13 May 2011: Cultural dialogues and the accounting profession: the case of the FRC complexity project, Philip Linsley, University of York;

- 14 May 2010, II Open Research Seminar: The Evolution of the IASC into the IASB, Stephen A. Zeff, Rice University.