



# RESEARCH SPOTLIGHT BY MSU & TAMU CIBERS

## Qualitative Research in International Business

For this webinar, we invited three international business scholars who have expertise in qualitative research in international business and recently published important work using qualitative methods. Our panelists will discuss their perspectives on the opportunities available for high impact IB research using qualitative methods, as well as addressing contemporary methodological best practices necessary for publishing work in major journals. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

### FEATURED SPEAKERS



**HELENA BARNARD**  
University of Pretoria



**ERIC TSANG**  
University of Texas at Dallas



**CATHERINE WELCH**  
Trinity College Dublin

### KEY TAKEAWAYS

- Learn areas of research opportunity that can best be explored using qualitative methods
- Gain insights into the best practices for different stages of the qualitative research process
- Tips related to best practices for designing and executing studies using qualitative methods for publication in the international business literature

### CO-HOSTS



**AHMET KIRCA**  
Michigan State University



**DAVID A. GRIFFITH**  
Texas A&M University



**FRIDAY,  
SEPTEMBER 15**



**12:00 PM -  
1:30 PM EST**

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