



PhD Workshop at Leuphana University Lüneburg: Ethnographic Methods to Study Organizations and Entrepreneurship

We are excited to be putting on a PhD Workshop (sponsored by the ECSB) focused on equipping junior scholars with fundamental skills in conducting ethnographic fieldwork and providing a space for reflective interaction.

Content and Learning Objectives

The workshop is divided into two days, the first laying the foundations of ethnographic methods in the field of organization and entrepreneurship studies, while the second highlights the 'doing' of ethnography. The workshop covers a general introduction to ethnography and its uses in organization and entrepreneurship studies, discusses core readings and exemplary studies, highlights the methodological specificities and ethical challenges, and explores the practicalities of doing fieldwork and producing and publishing ethnographic articles e.g., with the use of vignettes. Additionally, participants are encouraged to bring their own research project and present and discuss it with the group.

After this course, the participants have an understanding of key uses and misuses of ethnographic methods within organization and entrepreneurship studies, have an understanding of their role as ethnographers in the field, are able to design studies relying on ethnographic methods and approaches, and have an understanding of existing strategies to communicate their findings in academic articles.

Participants

The course is open to PhD students and postdoctoral researchers that have a basic understanding of qualitative research methods and ethnography and conduct research on organizations or entrepreneurship. All participants are required to bring their own research design or project that is presented in the course and read the proposed readings in advance. If you need to receive credit points for this course, let us know in advance and you have to provide a form from your university.

Lecturers

Prof. Boukje Cnossen

(Leuphana University Lüneburg, Institut for Management and Organization)

Prof. Ari Kuismin

(University of Jyväskylä, Department of Language and Communication Studies)

Date/Time/Format

- 23. & 24. October 2023 (09:00-16:30)
- **in-person** at the campus of Leuphana University Lüneburg

Organizers

Alexa Böckel (PhD Candidate, Leuphana University Lüneburg, Centre for Sustainability Management)

Lena Rieck (Master Student, Technical University of Dresden, Professorship of Organization)

Application Process

To apply for participation, please send an email to Lena Rieck ([lena.riek@tu-dresden.de](mailto:lana.riek@tu-dresden.de)) by the **20th September**. Please include your current affiliation, position, your motivation to participate in the course and to describe your experiences with ethnography as well as a brief description of your ethnographic research design (max. 2 pages). If you have any questions, feel free to reach out to Alexa Böckel (boeckel@leuphana.de).