

Centre for Ageing and Healthcare Management Research Methodology Workshop

Date : 15 August 2019 (Thursday)

Time : 10:30 am to 12:30 pm

Venue : Room 1002, South Tower, PolyU WK Campus

Topic : Techniques and Challenges for Qualitative Research

Abstract:

Understanding and conducting mixed research methods (both quantitative and qualitative) are increasingly becoming an essential skill in social sciences and contemporary business research. Researchers not only understand the nature and extent of different research methods to answer specific research questions, but also research processes and limitations. This workshop is intended to focus on how to conduct qualitative studies in the business setting. I will share my experience how to conduct case studies, semi-structured interviews, and thematic content analysis in management studies and identify the advantages and potential challenges of using these methods.

Speaker: Dr. LEUNG, Cheng-han, Tiffany
Lecturer and Founding Member, CAHMR
School of Professional Education and Executive Development
The Hong Kong Polytechnic University



Dr. Tiffany Leung gained her doctorate from the School of Management at the University of St Andrews (Scotland) in 2014. Her research interests are Social and Environmental Accounting (SEA), Environmental, Social and Governance (ESG), Controversial Industries, and Business Ethics. She won “Emerald Literati Network Awards for Excellence” in 2017 and “Outstanding Research-Scholarly Performance Award 2017/18” in the school. She also received an Inter-Institutional Development Scheme (IIDS) from Competitive Research Funding Schemes for the local self-financing degree sector in 2015-2016 as a co-principal investigator. Recently, she assisted the school to establish the Centre for Social and Environmental Accounting Research (CSEAR) North Asia Office to increase the school research visibility in the regional and international domains.

Moderator: Dr. TAVITIYAMAN, Pimtong
Associate Division Head in Business and Hospitality Management and
Founding Member, CAHMR
School of Professional Education and Executive Development
The Hong Kong Polytechnic University



Snacks and drinks will be provided at the workshop

Kindly make the reservation with Mr. Tommy NG at kctng@speed-polyu.edu.hk
on or before **12 August 2019 (Monday)**

All staff are
welcome!