



**2-Day Ethnography Workshop**  
**Alliance Manchester Business School**  
**University of Manchester**  
**20<sup>th</sup> – 21<sup>st</sup> May 2020**

with

Professor Jo Brewis, Open University  
Dr Lindsay Hamilton, University of York  
Professor John Hassard, University of Manchester  
Professor Steve Linstead, University of York  
Professor Leo McCann, University of York  
Professor Damian O'Doherty, University of Manchester  
Dr Dean Pierides, University of Stirling  
Associate Professor Helene Ratner, Aarhus Universitet  
Professor Mark de Rond, Cambridge University  
Professor Andre Spicer, Cass Business School

Ethnography is increasingly regarded as a legitimate and important method for studying business and management, and one that can produce results not possible with other methods. It is also a method or practice that is both exciting and richly rewarding, opening doors into management and organization that are otherwise barred or closed. According to Czarniawska (2012) it is the *fastest growing* method in management and organization studies, and now enjoys considerable attention across the various disciplines that make up business and management studies.

And yet, the practice of ethnography is notoriously complex and challenging; indeed its methods, craft and practices are little known. PhD students embark on its fieldwork at their peril. For a start, the method customarily requires 12 months full-time fieldwork that some Business School deans anxious to increase the number of 'REF-able' 4\* journal papers might consider too high risk/low return. Despite the proven track record of ethnography's contribution to business and management studies there are those who might deem its methods 'inefficient'.

This workshop will feature presentations from experienced ethnographers together with paper presentations in small group settings from PhDs and younger scholars starting out on their publishing careers. Small group presentations will be hosted by one of our experienced speakers and we have 16 'bursaries' for PhD students and younger scholars to help cover their costs of travel and 2 day – fully inclusive – delegate rates at our conference facilities in Manchester. If you are interested in attending the workshop and wish to be considered for a bursary please submit a one-page outline of your current research and ethnographic interests.

Our workshop committee chaired by **Dr Dean Pierides** and **Professor Leo McCann** will choose the 16 best applications for funding and inform applicants of their success.



Please submit your proposal to [d.c.pierides@stir.ac.uk](mailto:d.c.pierides@stir.ac.uk) by January 31<sup>st</sup> 2020. Applicants will be informed of the committee's decision by no later than February 15<sup>th</sup> 2020. For further details of the workshop please email [d.c.pierides@stir.ac.uk](mailto:d.c.pierides@stir.ac.uk) or [leo.mccann@york.ac.uk](mailto:leo.mccann@york.ac.uk)