

## SIMA-SIM-BAM School of Research Methods Winter Edition on Academic Writing

### PROGRAM

4th- 6th February 2026

**February 4th, 2026**

#### **14:30 PARTICIPANTS' REGISTRATION**

#### **14.45-15.00 "WINTER SCHOOL OPENING"**

Profs. Rossella Chiara Gambetti, Maurizio La Rocca and Matilde Milanese, School Directors  
Prof. Luca Petruzzellis, University of Bari, Società Italiana Marketing

#### **15:00-18.30 "WORDS OF THEORY: WRITING THE INTRO AND THEORY SECTIONS OF INTERPRETIVE PAPERS"**

Prof. Domen Bajde, University of Southern Denmark

*Developing a strong introduction and theory section is a key goal in academic writing and an obligatory passage point of any journey towards successful publication. However, even experienced researchers often find this task to be daunting, all the more so when faced with editors and reviewers calling for significant improvements in the paper's theoretical positioning and contributions. The session will unpack the significance and purpose of the introduction and theory sections in interpretive research, and how they are shaped by the different types and styles of theorizing. We will discuss common problems in writing these opening sections of the paper and the ways to overcome them. The session will also touch on the opportunities and challenges of writing conceptual papers steeped in theory and theorizing.*

#### ***Suggested reading:***

*Sandberg, J., & Alvesson, M. (2021). Meanings of theory: Clarifying theory through typification. Journal of management studies, 58(2), 487-516.*

**Domen Bajde** is a professor of Consumption, Culture and Commerce at the University of Southern Denmark. His interpretive research explores diverse aspects of consumer culture and market formation. His work often draws upon and extends relational theories, such as actor-network theory. Domen's recent projects investigate technological and cultural transformations in how we consume and own digital goods, how digital platforms shape and govern consumers, and the existential challenges of late-modern market society. He served as an associate editor for the European Journal of Marketing and is currently involved in the editorial review boards of the *Journal of Consumer Research*, *Marketing Theory*, and *Consumption, Markets, and Culture*.

#### **16.15-16.30 COFFEE BREAK**

#### **20:00 DINNER**

**February 5th, 2025**

**9.00-12.30 “HOW TO WRITE METHODS AND FINDINGS OF INTERPRETIVE PAPERS”**

Prof. Silvia Biraghi, Università Cattolica del Sacro Cuore

*One of the greatest challenges in qualitative research lies in how to write up your findings in a way that does justice to the richness and complexity of field experience while ensuring a rigorous and “reviewer-proof” theoretical contribution. In this session, we will explore how to transform qualitative data into a compelling and cohesive narrative. Together, we will discuss how to illustrate and justify the context of your study; present your methodological choices and procedures transparently, identify and articulate the storyline that structures your findings, deploy qualitative data as evidence that supports your analytical claims, display and visualize qualitative insights across different research outputs to strengthen the communicative power of your findings. The session combines conceptual reflection with hands-on methodological guidance, offering participants practical tools and examples to bridge interpretive richness and analytical rigor.*

**Silvia Biraghi**, PhD, is Associate Professor at the Università Cattolica del Sacro Cuore. Her research lies at the intersection of Consumer Culture Theory, technoculture, and communication, with a focus on platform-mediated sociality, consumer collectives, and consumer–brand interactions. Her projects are often context-driven and grounded in qualitative, interpretive approaches, especially netnography. Her work has appeared in such journals as *Futures*, *Journal of Business Research*, *Journal of Marketing Management*, *Journal of Product and Brand Management*, *Management Decisions*, and *Marketing Theory*.

**10.15-10.30 COFFEE BREAK**

**12:30-14:30 LUNCH**

**14:30-18:00 “HOW TO WRITE A THEORY-BUILDING DISCUSSION”**

Prof. Emily Yarrow, Newcastle University Business School

*In this session we will explore the importance of theory-building in research papers for advancing knowledge in the field, how to situate findings within existing theories in order to contribute new theoretical insights, alongside the process of writing the discussion section with a focus on theory-building. The main aim is to enable participants to feel more confident in developing, positioning, and understanding the role of theory, together with the significance of a literature review in theory-building, and writing a theory-building discussion of a paper. This session will cover the following areas and include small group learning activities to offer participants the opportunity to apply the key concepts covered to their own studies and papers.*

- *The importance of a theory-building discussion in academic writing*
- *Theoretical Foundations and Literature Review*
- *How to critically engage with existing theories in the literature and integrating your contribution*

- *Brief Interactive activity: What is the most relevant theory in your research? How does it shape your research question?*
- *Case Study of theory-building in Action: Real-life example where research findings led to the development of a new theoretical framework and analysis of how this was written up*
- *Break down the process of writing the discussion section, with a focus on balancing novelty with scholarly rigor and stating contributions clearly.*
- *Common pitfalls to avoid in a theory-building discussion*

**Preparatory reading:**

Crane, A., Henriques, I., Husted, B. W., & Matten, D. (2016). *What Constitutes a Theoretical Contribution in the Business and Society Field?* *Business & Society*, 55(6), 783-791.

Chowdhury, S., Budhwar, P. and Wood, G., (2024). *Generative artificial intelligence in business: towards a strategic human resource management framework.* *British Journal of Management*, 35(4), pp.1680-1691.

Acker, J. (2006). *Inequality Regimes: Gender, Class, and Race in Organizations: Gender, Class, and Race in Organizations.* *Gender & Society*, 20(4), 441-464.

**Suggested reading:**

Plakoyiannaki, E. and Budhwar, P., (2021). *From convention to alternatives: rethinking qualitative research in management scholarship.* *British Journal of Management*, 32(1), pp.3-6.

Rouse, E., Reinecke, J., Ravasi, D., Langley, A., Grimes, M. and Gruber, M., (2025). *Making a theoretical contribution with qualitative research.* *Academy of Management Journal*, 68(2), pp.257-266.

**Dr Emily Yarrow** is a Senior Lecturer in Management and Organizations at Newcastle University and a Senior Fellow of the Higher Education Academy (SFHEA) and Chartered Member of the CIPD (MCIPD). Emily is Deputy Head of the Leadership, Work and Organization Subject Group, an elected member of Newcastle University Senate, and Vice Chair for EDIR at the British Academy of Management. Her research contributes to understandings of gendered organizational dynamics, women's experiences at work, inequality regimes, and AI bias. Her research has been published in leading journals including: *Gender, Work and Organization*; *Work, Employment and Society*; *Public Management Review*; *The British Educational Research Journal*, and *Academy of Management Learning and Education*. Emily is an Editorial Review Board Member of: *Gender, Work and Organization*; *Work, Employment and Society*; and *Group & Organization Management*.

**15.45-16.00 COFFEE BREAK**

**20:00 DINNER**

**February 6th, 2026**

**8:30-12:00 “HOW TO WRITE THE FRONT END OF QUANTITATIVE PAPERS”**

Prof. Claudio Giachetti, University of Bologna

*In this session, we will explore how to write the “front end” of a research paper, guiding participants through the critical steps from topic selection to hypothesis development. We will begin by discussing how to identify a meaningful and researchable topic that balances academic relevance with practical significance. Next, we will examine how to build a strong theoretical foundation, connecting existing literature to the research questions and highlighting gaps the study can address. We will then focus on crafting a clear and compelling introduction that frames the problem, justifies the study, emphasizes its contribution, and leads naturally to well-formulated hypotheses. By the end of the session, participants will have a structured approach to starting a research project, understanding how to connect topic choice, theory development, and hypotheses in a coherent and impactful way.*

**Claudio Giachetti** is Full Professor of Strategy in the Department of Management at Alma Mater Studiorum – University of Bologna. He was Full Professor at the Department of Management of Ca’ Foscari University of Venice, where he also received his Ph.D. in Business. He was visiting researcher at Bayes Business School, at the University of Zaragoza, and at Skema Business School. His primary research interests concern competitive dynamics in rapidly changing technological environments. Claudio’s work has been published in various leading journals, including *Academy of Management Journal*, *Strategic Management Journal*, *Organization Science*, *Journal of Operations Management*, *Strategic Organization*, and *Research Policy*, among others.

#### **9.45-10.00 COFFEE BREAK**

#### **12:00-13:30 LUNCH**

#### **13:30-17:00: "HOW TO WRITE METHOD AND FINDINGS OF QUANTITATIVE PAPERS"**

Prof. Marco Visentin, University of Bologna

*In this talk, I will outline best practices for writing the methodological and results sections of a quantitative research paper. I will focus on the logical structure of the empirical workflow and on the importance of thoroughly documenting each analytical choice—enabling external scholars to fully reproduce the process, from data collection to the presentation of findings. I will discuss how to articulate the link between the research question, individual hypotheses, and the analytical representation of the model. The session will cover key considerations when reporting analyses based on GLM-family models (linear, logit, Poisson/negative binomial), structural equation models, language models (LLMs), machine-learning algorithms, and the use of simulations and predictive analyses. I will also address how to present empirical results in a way that is consistent with the theoretical background guiding the study and that clearly communicates whether the data support or challenge the proposed hypotheses.*

Marco Visentin is an Associate Professor at the University of Bologna, where he coordinates the Master’s program in Service Management. He holds PhDs in Philosophy and in Management, and his academic background also includes a degree in Mathematics, which naturally informs his quantitative approach to the psycho-social phenomena relevant to business. His research focuses on B2B relationships and on consumer behavior across diverse contexts, with particular attention to digital environments. His work on online behavior spans fake news, gaming, well-being, and self-construction. He also serves as the Italian Associate Editor of the *Italian Journal of Marketing*. He has published in leading international journals,

including *Industrial Marketing Management*, *Psychology & Marketing*, *Journal of Interactive Marketing*, *Industry and Innovation*, and the *International Journal of Management Reviews*, among others.

**17.00-17.05 “WINTER SCHOOL CLOSING”**

Proffs. Rossella Gambetti, Maurizio La Rocca and Matilde Milanese, School Directors  
Prof. Luca Petruzzellis, University of Bari, Società Italiana Marketing

**WHERE**

Palazzo delle Arti “Beltrani”  
Via Giovanni Beltrani 51, Trani (BT)

**CONTACTS**

[scuola.sima.sim@gmail.com](mailto:scuola.sima.sim@gmail.com)