

Title of Lecture ‘Qualitative Research Methods – Insights into Case Method and Critical Incident Technique’

The seminar will firstly provide an overview of qualitative research methods and some key lessons for publishing in qualitative data in academic journals. The core focus of the seminar will discuss different approaches to case methodology using single case and multiple case design and selection. The Critical Incident Technique (CIT) will be examined as an emergent and useful tool in qualitative data analysis and data presentation, particularly in a case study context.

Speaker Bio

Natasha Evers is both a full-time Lecturer of International Marketing & Exporting and a Researcher at the Whitaker Institute of Innovation and Policy, at National University of Ireland, Galway. Natasha holds Ph.D (International Entrepreneurship) and M.Econ.Sc Degrees from University College Dublin and further holds the position of Visiting Professor of International Marketing & Entrepreneurship at the University of Halmstad, Sweden. Natasha’s research interests include international entrepreneurship and marketing in the Technology, Marine Science, Food and Life science sectors and specializes in qualitative methods for empirical research. She recently held Conference Chair of the 21st McGill Conference on International Entrepreneurship. She has published her work in internationally top ranked journals such as: *Qualitative Marketing Research* ; *Journal of International Marketing*; *International Marketing Review*; *Entrepreneurship and Regional Development*; *Journal of Small Business & Entrepreneurship*; *Journal of International Entrepreneurship*; *International Journal of Entrepreneurship & Innovation Management*. Natasha is lead author of international book “*Technology Entrepreneurship-Bringing Innovation to the Marketing Place* (2014) published by Palgrave-MacMillan, London.