



## Registration

- The participation in this seminar is **free of charge**, as the seminar costs will be covered by the Institute of Business Economics and Industrial Sociology as well as the Faculty of Mechanical Engineering and Economic Sciences of TU Graz.
- Registration is open from **now until January 10<sup>th</sup> 2025**.
- Registration is managed by:  
Volker Koch, Dipl.-Ing. Dr.techn.  
E-mail: [volker.koch\(at\)tugraz.at](mailto:volker.koch(at)tugraz.at)

## Venue

The seminar will take place will be conducted online via Webex. Registered persons will receive an invitation via e-mail in due time.

## Organisation

Graz University of Technology  
Working Group “Industrial Marketing, Purchasing and Supply Management“ of the Institute of Business Economics and Industrial Sociology

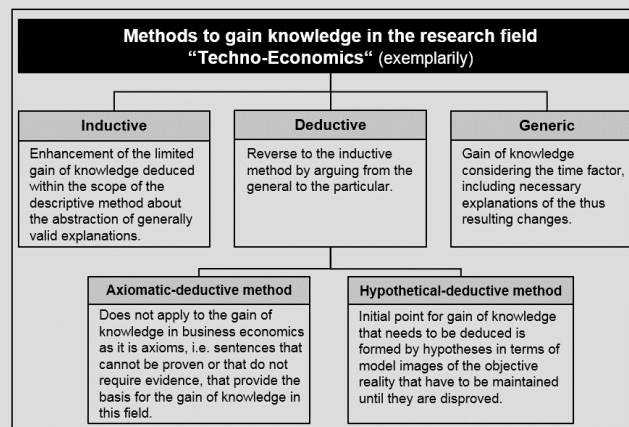
For any questions regarding the seminar please do not hesitate to contact

Prof. Dr. Bernd M. Zunk  
E-Mail: [bernd.zunk\(at\)tugraz.at](mailto:bernd.zunk(at)tugraz.at)

## Techno-Economic Research Methods

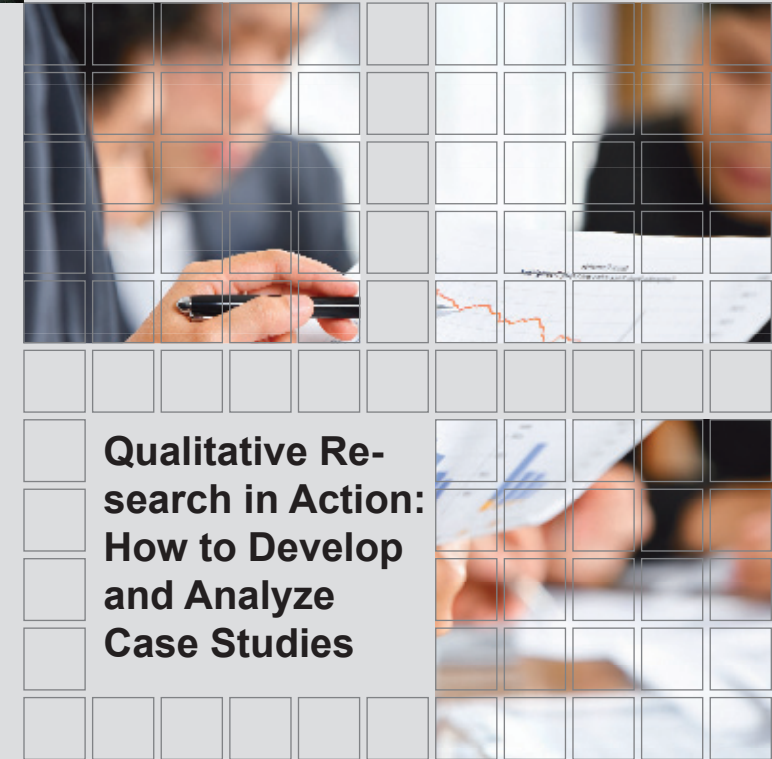
Methods are considered crucial to every scientific discipline as they **ensure rationality and verifiability of scientific findings**.

At a glance, the following figure illustrates a selection of the **key methods** within Business Economics (and, thus, of Techno-Economics and Management Science). Of course, both abstract methods and models used to reproduce complex economic realities in a simplified way are indispensable in Business Economics/ Techno Economics/ Management Science.



This might give you a short impression of why this research seminar could be useful for your future research and teaching career.

## Inter-University Research Seminar



**Qualitative Research in Action:  
How to Develop and Analyze Case Studies**

Date: 13.01.2025

## Goal of this Seminar

*Ready to master the methods and techniques for conducting rigorous qualitative research?*

The seminar aims to equip participants with essential tools for **conducting high-quality qualitative research using case studies**. By the end of the seminar, attendees will be able to design **robust research frameworks, choose relevant cases, and apply effective data collection and analysis techniques**.

Participants will also gain hands-on experience with coding strategies and learn how to ensure methodological rigor. Ultimately, the seminar will enhance participants' ability to align their research questions with appropriate methods, produce meaningful insights, and contribute to the academic field with confidence and precision. clarity and confidence.

## Target Group

This workshop is designed for **IEM master's and PhD students / early stage researchers** who are interested in exploring qualitative data analysis.

## Schedule

Monday, January 13<sup>th</sup>, 2025

**Session 1** (9:00am to 10:30am)

Foundation phase

- Philosophical and research logic consideration
- Inquiry techniques consideration

**Session 2** (10:45am to 12:15am)

Foundation phase

- Philosophical and research logic consideration
- Inquiry techniques consideration

*Lunch-Break*

**Session 2** (01:30pm to 03:00pm)

Field phase

- Contact
- Interact

**Session 3** (03:00pm to 04:00pm)

Reporting phase (Case study reporting)

## Lecturer

**Margherita Molinaro** is assistant professor in Management Engineering at the Free University of Bozen-Bolzano, Italy. She graduated in Management Engineering and holds PhD in Industrial and Information Engineering from the



University of Udine, Italy. She has also been visiting researcher at Texas Christian University (Fort Worth, Texas) and Worcester Polytechnic Institute (Worcester, Massachusetts). Her research focuses on Industry 4.0, supply chain management and sustainability. She has published her work in leading peer-reviewed journals, including International Journal of Production Economics, International Journal of Production Research, Journal of Business Logistics and Journal of Purchasing and Supply Management. In her teaching role, she leads courses at the Master's level on "Digital Transformation and Sustainability Management", "Economics and Management of Energy Systems" and "Product Development".