

Re-imagining the Research Process Conventional and Alternative Metaphors

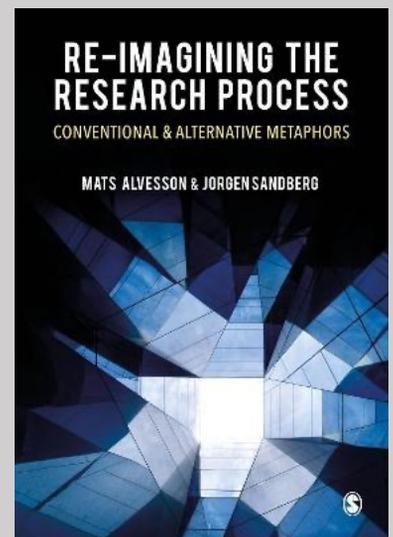
The Process and Practice Studies (PPS) Research hub at UQ Business School is pleased to invite you to the Practice and Process Studies Research Hub hybrid (online and in-person) event, where we will be celebrating the launch of **Mats Alvesson** and **Jorgen Sandberg's** book: "*Re-imagining the Research Process: Conventional and Alternative Metaphors*" on Friday, 12 November 2021.

About the book:

The book offers a unique solution to the shortage of more imaginative and engaging research by re-imagining the core elements of the research process. In contrast to existing methods, which mainly focus on standard ingredients in the research process, the metaphorical approach taken here offers a more varied and comprehensive platform for producing novel, influential and relevant research. The set of guiding principles suggested in the book provides researchers with the resources to break away from existing conventions and templates for conducting and writing research.

Speakers:

- Jorgen Sandberg – Professor in Management and PPS Co-Lead, The University of Queensland
- Mats Alvesson – Professor in Management, Lund University and The University of Queensland



A panel of researchers at various levels of academic experience will join Jorgen and Mats to comment and ask further questions about the book.

Joining the panel:

- A/Prof. Paul Spee – Strategy and Entrepreneurship Head of Discipline and PPS Co-Lead, The University of Queensland
- Dr Lena Jaspersen – University Academic Fellow in Innovation Management, Leeds University
- Ms Samira Nazar – Doctoral Student (Strategy and Entrepreneurship Discipline), The University of Queensland

[Register](#) for the event today!

We look forward to welcoming you to this event!

Kind regards,

[Practice and Process Research Studies Research Hub](#)

UQ Business School

The University of Queensland

Australia

Event details

Date:	Friday 12 November 2021
In-person event:	4:00 – 7:00pm AEST The University of Queensland Sir Llew Edwards Building (#14), Terrace Room (level 6) St Lucia QLD 4072
Cost:	Complimentary, in-person event includes finger food and drinks
Livestream:	4:00 – 5:30pm (AEST) You will receive the Zoom link after registering
RSVP:	By Thursday 11th November

Discover more about the Practice and Process Studies Research Hub



Practice and Process Studies (PPS) focus attention on how and why organisations emerge, develop, or terminate over time, illuminating the role of tensions and conflicts in driving patterns of change. Offering a multi-level research approach, PPS provides a framework for working closely with industry to drive change and enhanced outcomes enabling businesses to strategically plan and adapt to pressing issues in a way that supports staff and culture. [Discover more.](#)

About the authors

Mats Alvesson holds a chair in the Business Administration department at Lund University in Sweden and is also part-time professor at University of Queensland (UQ) Business School, Australia and at City University, London, UK. He has done extensive research and published widely in the areas of qualitative and reflexive methodology, critical theory, organizational culture, knowledge work, identity in organizations, gender, organizational change, leadership, etc. His latest books include *Reflexive leadership: Organizing in an imperfect world* (with Blom and Sveningsson, Sage, 2017) and *Return to meaning: A social science with something to say* (with Gabriel and Paulsen, Oxford University Press, 2017).

Jürgen Sandberg Professor in the University of Queensland (UQ) Business School, Australia, and Co-Lead of Practice and Process Studies, a multidisciplinary research group within the UQ Business School. He has researched and published extensively in the areas of competence and learning in organizations; practice, process, sensemaking theory; theory development; philosophy of science; and research methodology. His most recent books include *Skillful performance: Enacting capabilities, knowledge, competence and expertise in organizations* (with Rouleau, Langlely and Tsoukas, Oxford University Press, 2017), and *Constructing research questions: Doing interesting research* (with Alvesson, Sage, 2013). He also serves on the editorial boards for *Academy of Management Review*, *Journal of Organizational Behavior* and *Organization Studies*.

Acknowledgement of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which UQ operates. We pay our respects to their ancestors and their descendants, who continue cultural and spiritual connections to Country. We recognise their valuable contributions to Australian and global society.