

# Achieving quality in a qualitative research paper

**Professor Jonatan Pinkse**

This workshop provides hands-on guidance on how to write a high-level publication based on qualitative empirical research. By reflecting on your own work, you will discuss different ways to present your research findings. The topics addressed are: 1) how to write an effective introduction; the use of theory in a qualitative paper; 2) how to present and structure your methods and findings; 3) what should be the main contribution of a qualitative paper; and 4) how to choose your publication outlet. After completing the workshop, you should have a better grasp of the different options you have for writing and publishing a qualitative research paper.

Jonatan Pinkse is Professor of strategy, innovation, and entrepreneurship at Alliance Manchester Business School, University of Manchester. His research addresses corporate sustainability, sustainable innovation, net zero, social entrepreneurship, business model innovation, cross-sector partnerships and the digital economy and has been published in a wide variety of management and innovation journals. In 2020, he was included in the prestigious Highly Cited Researcher list.