



## 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 November 07<sup>th</sup> 2022**.
- Registration is managed by: Amila Omazic, BSc. MSc.  
E-mail: [amila.omazic\(at\)tugraz.at](mailto:amila.omazic(at)tugraz.at)

## Venue

The seminar will take place in an **online form** and will be conducted 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)

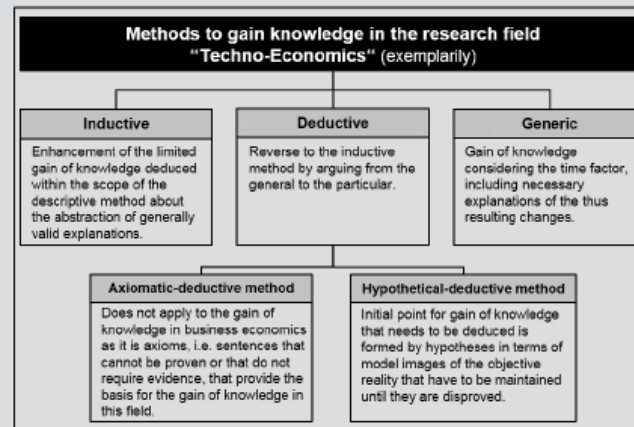


## Inter-University Research Seminar

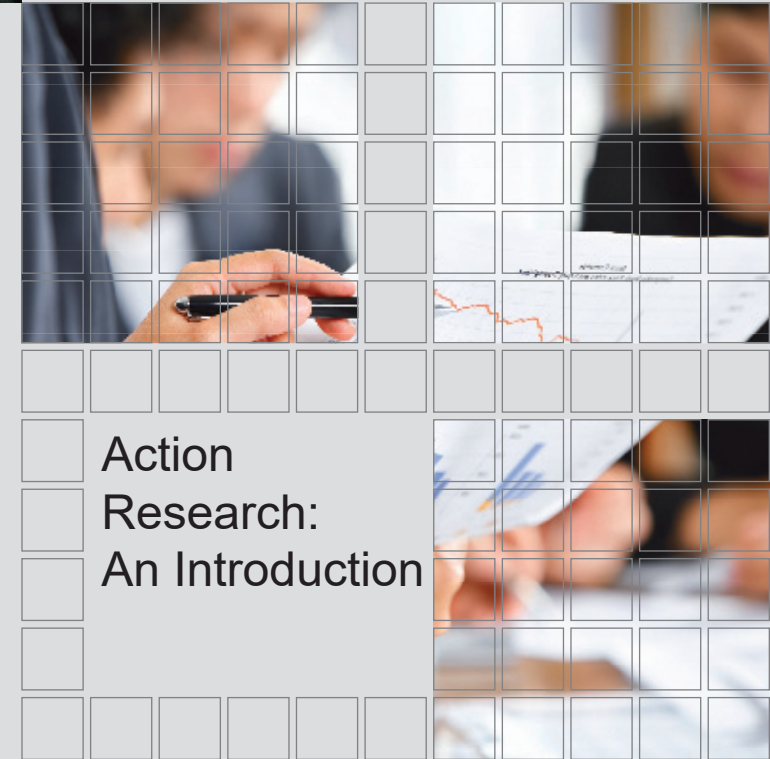
### Techno-Economic Research Methods

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.



Date: 06.12.2022

## Goal of this Seminar

### *What is Action Research?*

In the morning sessions we will explore the context within which researchers **choose to apply an action research approach** to research into issues in IEM (Industrial Engineering and Management) and OM (Operations Management). This discussion builds on the paper by Formentini et al. (2019).

We then begin to outline **theory and practice of action research**, and the process of action enquiry, building on the seminal article by Coughlan and Coughlan (2022).

In the afternoon, we detail the **key steps in the process of action research** with a view to generating actionable knowledge and publishable output. We will discuss in groups papers published in different international journals using Action Research.

## Target Group

This seminar is designed for IEM scholars as well as Master students, PhD students, early-stage researchers or experienced faculty who are planning to apply the presented knowledge in their social science research projects and teaching.

## Schedule

Tuesday, December 6<sup>th</sup>, 2022

### **Session 1** (8:30am to 10:00am)

- Introduction to Action Research

### **Session 2** (10:15am to 11:45am)

- Action Research, its characteristics and challenges

### *Lunch*

### **Session 3** (1:00pm to 2:30pm)

- Implementing Action Research and evaluating its quality

### **Session 4** (2:45pm to 3:30pm)

- Publishing your Action Research study: lessons learned

## Lecturer

**Marco Formentini** is an Associate Professor in Management Engineering at the **University of Trento**. His research involves activities in the areas of Operations and Supply Chain Management, focusing mainly on sustainability (



investigating corporate sustainability strategies and related governance mechanisms such as certifications) supply chain collaboration with a specific interest on agri-food supply chains, and integration of international supply chains. He published in **leading journals** such as International Journal of Operations & Production Management, Industrial Marketing Management, Journal of Purchasing and Supply Management, European Journal of Operational Research, International Journal of Production Economics, International Journal of Production Research, Transportation Research: Part E and Journal of Cleaner Production.

## Teaching Experience

**Marco Formentini** has been Lecturer (Assistant Professor) at University of Bath, School of Management, Bath and Associate Professor at Audencia Business School, Nantes.