

8th International Qualitative Research in Management and Organization Conference

**April 15-17, 2025
Albuquerque, New Mexico, USA**

Embracing Alterity, Reflexivity & Passion in Research

Keynote Speakers

Ann L. Cunliffe

QRM Conference Founder
Professor of Organization Studies
Fundação Getulio Vargas, Brazil



“We CAN be human, we CAN theorize with sensitivity and sensibility, with our bodies, our hearts and our emotions in ways that resonate with others.” (Cunliffe, 2022: 22)

Helena Liu

Associate Professor of
Management, Bond University
Australia



“I believe it is vital to the aims of equality that more scholars speak out and speak against the diverse and continuous pressures for epistemic obedience.” (Liu, 2019: 22)



Conference Description & Call for Papers

As the work of both Ann Cunliffe and Helena Liu demonstrates, learning to conduct research that is “different” from the mainstream can be challenging, as institutional forces encourage researchers to conform to established traditions to get published, gain employment, and be viewed as a credible scholar.

In management and organization studies, Ann Cunliffe has dedicated her career to opening pathways for doing research differently—most notably by developing and embracing the notions of alterity, reflexivity, and passion. At its core, to embrace alterity in research is to celebrate difference and non-conformity in a way that enables us to follow our passions to explore new possibilities, questions, and ways of relating. Embracing alterity is consistent with reflexive research practices, which entail critically interrogating one’s positionalities and assumptions about the nature of reality and knowledge, as well as understanding research as a deeply relational, embodied, and emotional endeavor.

The QRM 2025 conference seeks to honor and extend Ann Cunliffe’s body of work that has paved a way for qualitative researchers to embrace alterity, reflexivity, and passion in the field of management and organization studies, which often privileges functionalist and dispassionate research under the guise of objectivity. Relatedly, we seek to explore how embracing alterity, reflexivity, and passion can enable us to engage in anti-racist and decolonial research practices that challenge the pervasive whiteness of management, organization studies, communication, and other related fields, which is a central theme in Helena Liu’s work. Similarly, we invite participants to consider how embracing alterity, reflexivity and passion can help challenge a host of oppressive ideologies including, but not limited to, patriarchy, whiteness, cisheteronormativity, colonialism, Western-centrism, classism, ableism and ageism.

The conference also strives to build upon the initiatives of the past seven QRM conferences in providing opportunities for scholars from a wide array of disciplines and at different stages of their careers to discuss and explore reflexive and thought-provoking ways of imagining and researching organizational life. In this regard, we encourage contributions from a variety of epistemological perspectives and a range of disciplines including management and organization studies, communication, sociology, psychology, education, accounting, marketing, cultural studies, information and decision sciences, health, and public administration. We also welcome multiple modes of presentation, including paper, panel, and performance.

The conference will consist of two streams. Stream 1 will focus on exploring how alterity, reflexivity, and passion are both studied and practiced in qualitative research, as well as constitutive features of the research process. **Stream 2** will address more general issues relating to methods, voices, and ways of doing and writing qualitative research.



Abstract Submissions

Prospective contributors should upload an extended abstract of 800–1,000 words to the conference website (<https://www.qrmconf.org/>), which includes the contributor name(s), contact information, submission stream, and overview of the proposed presentation.

Contributors who submit by the priority deadline of October 4, 2024 will receive decision notices in October, which will allow additional time to make travel arrangements, apply for funding, and apply for a visa (if necessary). The final deadline for submissions is December 6, 2024.

Preconference Workshops

In addition to the two conference streams, we will be running the following pre-conference workshops on April 15th. Details on our website.

- **Interviewing Beyond Words—Paper Development Workshop**—With Luciara Nardon, Amrita Hari, and Sasha Valgardsson, Carleton University, Canada, 9 a.m. to 12 p.m.
- **Developing *Beautiful and Good Research***—Hosted by Giuseppe Scaratti, Silvia Ivaldi and Maddalena Gambirasio of the University of Bergamo, 1:30 to 4:30 p.m.
- **Reflexivity: Journaling Right and Left**—With Janet Salmons, Free Range Scholar, 1:30 to 4:30 p.m.
- **MAsh-N-up as method: A gestalt qualitative workshop using metaphor, arts-based research, and narrative analysis**—Hosted by Sarah J. Tracy of Arizona State University and Cary J.S. López, Independent Scholar, 1:30 to 4:30 p.m.

Management Learning Most Thought-Provoking Graduate Student Paper Award

Graduate students may also submit their paper for consideration for the Management Learning Most Thought-Provoking Graduate Student Paper Award. The Award will be given to a paper that offers a challenge to existing ways of thinking about, or doing, qualitative research. More details are available on the conference website.

Graduate Student & Early Career Travel Grants

The UK Society for the Advancement of Management Studies has provided funding for bursaries towards travel costs for graduate students and early career researchers who are presenting at the conference. The amount awarded will vary between \$150 - \$800 (or equivalent) depending on distance travelled and travel costs. Recipients will be reimbursed as soon as possible after the conference. Applications for funding are due no later than December 30, 2024. Submission details on the conference website.



QROM Special Issue

The conference organizers will be co-editing a special issue of *Qualitative Research in Management and Organizations* (QROM) based on the conference proceedings. Participants will be invited to submit their papers for consideration to the special issue after the conference.

Conference Organizers

Shawna Malvini Redden

Associate Professor of Organizational Communication
California State University, Sacramento, USA

Jamie McDonald

Associate Professor of Organizational Communication
University of Texas at San Antonio, USA

Conference Location

Sheraton Albuquerque Airport Hotel
2910 Yale Boulevard, SE
Albuquerque, NM 97106

Details available at the link below or QR code above.

Contact Information & Registration

E-mail: qrmconf@gmail.com

Website: <https://www.qrmconf.org>

References

Cunliffe, A. L. (2022). Must I grow a pair of balls to theorize about theory in organization and management studies? *Organization Theory*, 3(3). <https://doi.org/10.1177/26317877221109277>

Liu, H. (2019). An embarrassment of riches: The seduction of postfeminism in the academy. *Organization*, 26(1), 20-37. <https://doi.org/10.1177/1350508418763980>

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