



## WEBINAR Recent Advances in Qualitative Research

### Background

In 2009, Dr Sheila Keegan released a book titled "Qualitative Research". This book proved to be very popular amongst research practitioners in English-speaking countries and so forms the basis of this webinar.

The webinar looks at the different theoretical models within which qualitative research operates, explores the strengths and weaknesses of qualitative research for different business problems. It examines how to define what the client can expect from the research outcomes and how to apply them in a business context.

### Objectives

1. To provide an overview of different philosophies of qualitative research and how they impinge on practice.
2. To consider qualitative research from the client's viewpoint and in so doing, the type of research issues which qualitative research can be useful for.
3. From a practical perspective, to re-examine how research stimuli and projective techniques can be used to aid understanding, generate new ideas and help develop strategic guidance for clients.
4. To consider the most effective ways of presenting qualitative research to clients.

Throughout the webinar, Sheila will include international case studies for illustrating her points.

### Learning outcomes

At the conclusion of this webinar, participants should have an understanding of:

- How to manage the client for achieving the best business outcome from qualitative research findings
- How to ensure the most appropriate qualitative techniques are used for addressing the client's research issue.

### Speaker:

Dr Sheila Keegan, Founding Partner of Campbell Keegan Ltd, U.K.

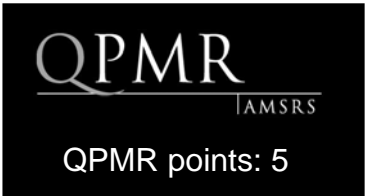
**Date:** Tuesday 27 July 2010

**Time:** *Please note following time – based on your location's time zone*

NSW, ACT, VIC, TAS,	QLD	SA	WA	NT
3.30 pm - 4.30 pm	3.30 pm - 4.30 pm	3.00pm – 4.00 pm	1.30pm – 2.30 pm	3.00pm – 4.00 pm

### Rates including GST:

\$55 for AMSRS members  
\$77 for non-members



## Speaker Biography

### Sheila Keegan



**Dr Sheila Keegan** is a Business Consultant and Chartered Psychologist. She is a Founding Partner of Campbell Keegan Ltd, which she set up with Rosie Campbell in 1983, working with private and public sector clients within the areas of change and communication. CKL works with organisations to generate new thinking and new strategies; developing brands, products and services, internal communications and corporate strategy. Sheila is also a trainer in qualitative market research techniques and a Master Practitioner of NLP.

Sheila's particular interest is in bringing together academic and commercial practitioner communities, so that each side can learn from the other. The two disciplines have, over the years, taken separate paths and there is very limited cross fertilization between the two. Much of her academic writing is an attempt to bridge the divide and to help develop and share knowledge which will enrich both communities.

As well as academic writing, Sheila has written travel and feature pieces, for example, visiting, researching and writing about Bhutan's policy on Gross National Happiness. Sheila is an advisor on cultural trends and consumer psychology to companies, ad agencies, think tanks and public service companies. She is also a media commentator on national UK radio and TV, including BBC Breakfast and BBC One Show.



Sheila Keegan (2009) *"Qualitative Research: Good Decision Making Through Understanding People, Cultures and Markets"*; Kogan Page.



Sheila Keegan (2008) *"Re-Defining Qualitative Research within a Business Context"*, VDM Vrelag Dr Muller, Saarcrucken, Germany