



Third Workshop on Digital Data for Research in Management and Organization Studies

**** From research design to publication ****

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Sponsors and local organizers: Sandro Castaldo (Bocconi); Paola Cillo (Bocconi) Stefania Romenti (IULM)

Date: 16/06/2025

Time: 08:30 AM

Venue: Bocconi University, Milan

Social media and digital data have revolutionized organizational strategies, driving innovative approaches to management and decision-making. Yet, within academia, there is a notable lack of common guidelines for effectively utilizing and reporting these data in research. This lack of standardized frameworks presents significant challenges for scholars aiming to publish in top-tier academic journals.

To address this issue, the **Workshop on Digital Data for Management and Organization Studies**, now in its third edition, continues to support researchers in producing high-quality papers that leverage digital data through diverse perspectives and multiple methodological approaches in the field of management and organizational phenomena.

This one-day event will bring together leading and emerging researchers to present their ongoing work, exchange ideas, and share best practices for integrating digital data into both quantitative and qualitative methodologies, including the use of AI tools. Participants will collaborate to identify evolving standards for research, discuss strategies for overcoming publication challenges in high-impact journals, and foster a dynamic community of scholars committed to advancing the field of management and organization studies.

The best paper presented at the workshop will receive an award recognizing its potential for contribution to the field.

We invite senior and junior researchers (including PhD students) applying or interested in:

- qualitative research methods, such as netnography, multi-modal analysis, use of AI for qualitative analyses, and cultural analysis among others
- quantitative methods, such as automated text analysis, computational linguistics, machine learning, network analysis, and AI-supported visual methods among others

Main Topics

- Research design (including questions about ontology and epistemology)
- Data sources and collection (e.g., crawlers, post-API approaches, and sampling concerns)
- Validity and reliability of research constructs
- Statistical analysis, algorithms, evolving standards and interpretability of results
- Publishing (including questions about pushbacks by reviewers and editors)
- Research ethics (including questions about informed consent and anonymity)

Agenda

- Morning and afternoon: Paper presentations & panel discussions
- Evening: Dinner in Milan

Applications

Please send an expression of interest to elanor.colleoni@iulm.it by **March 15th, 2025** and include either an extended abstract (2-5 pages) or a full paper for consideration if you wish to present your work. Acceptance will be notified by **March 30th**. The final program will be distributed by **April 1st**.

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