

# Field Guide to Intercultural Research

---

*Edited by*

David S. A. Guttormsen

*Associate Professor in Organisation and Management,  
Department of Business, Strategy and Political Sciences, USN  
School of Business, University of South-Eastern Norway,  
Norway*

Jakob Lauring

*Professor in International Management, School of Business and  
Social Sciences, Aarhus University, Denmark*

Malcolm Chapman

*Retired, formerly Senior Lecturer, Centre for International  
Business, University of Leeds, UK*

ELGAR FIELD GUIDES

**FID SOZIAL- UND  
KULTURANTHROPOLOGIE**  
in Zusammenarbeit mit der DFG



**Edward Elgar**  
PUBLISHING

Cheltenham, UK • Northampton, MA, USA

# Contents

---

<i>List of contributors</i>	viii
<i>Preface: some musings on fieldwork in a business context</i>	xxiv
Malcolm Chapman	
<i>Acknowledgements</i>	xxx
1 Introduction: following the researchers into the field	1
<i>David S. A. Guttormsen, Jakob Lauring and Malcolm Chapman</i>	
PART I PRACTICAL THEMES	
2 Using grounded theory in an African business context	14
<i>W. Travis Selmier II and Aloysius Newenham-Kahindi</i>	
3 Intercultural survey research: challenges and suggested solutions	29
<i>Anne-Wil Harzing, B. Sebastian Reiche and Markus Pudelko</i>	
4 Interviewing global elites	41
<i>William S. Harvey</i>	
5 Survey-based research in remote Indigenous communities: considerations for methods	54
<i>Indigo Holcombe-James and Ellie Rennie</i>	
6 Methodological reflections on researching ethnic business in Southern Europe: experiences from the field	68
<i>Gunhild Odden</i>	
7 Overcoming challenges in intercultural interviewing: the role of intercultural training for early-career researchers	81
<i>Ritam Garg and Petra Poljsak-Rosinski</i>	
8 Coding intercultural fieldwork data: a hands-on approach	93
<i>Mai Skjøtt Linneberg and Steffen Korsgaard</i>	
9 Some practical advice on collecting qualitative data: outline of a fieldwork process	106
<i>Jakob Lauring and Charlotte Jonasson</i>	

- 10 Unlocking the affordances of digital technology in qualitative research 119  
*Marta Jackowska*

## PART II THEORETICAL THEMES

- 11 Reflections on an intercultural (research) life 135  
*Bruce W. Stening*
- 12 Doing field work in culturally hybrid locations 147  
*Mette Zølner*
- 13 Believing in management: researching religion in organizations 157  
*Christopher Richardson*
- 14 Operationalizing 'culture' when conducting cross-cultural fieldwork: the case of Germany and South Africa 167  
*Badri Zolfaghari*
- 15 Academic disciplines have cultures, too: intercultural challenges for interdisciplinary researchers in the field 179  
*David S. A. Guttormsen, Petra Poljsak-Rosinski, Htwe Htwe Thein, Trifon Pavkov, Katarina Brkovic and Michael Gillan*
- 16 Dilemmas with multiple social identities in the field of international development 194  
*Masumi Owa*
- 17 Strategies to survive on foreign turf: experience sharing and reflections from two apparent aliens in the field 205  
*Annelise Ly and Ingrid Onarheim Spjeldnæs*
- 18 'Inside-out': race, role and relations in intercultural fieldwork 217  
*Charlotte Jonasson, Jakob Lauring and David S. A. Guttormsen*
- 19 Intercultural challenges of 'rapport' in French–German organizational field research – insights from a binational research tandem 230  
*Christoph Barmeyer and Eric Davoine*

## PART III REGIONAL THEMES

- 20 Cultural considerations and qualitative research within an African context 244  
*Nomusa Benita Mazonde*

21	Navigating the realities of intercultural research in Sub-Saharan Africa: insights from Nigeria <i>Adebukola E. Oyewunmi, Ebes Esho and Stephen I. Ukenna</i>	256
22	The challenges of conducting field studies in China <i>Anna Shostya, Moshe Banai and Joseph C. Morreale</i>	270
23	Challenges and promoters during international fieldwork in Lebanon <i>Hana Abdo, Amélie Artis and Anne Bartel-Radic</i>	288
24	Intersectional challenges of conducting qualitative research in the Middle East <i>Maranda Ridgway and Fiona Robson</i>	296
25	Crossing borders, traversing cultures and mediating identities: a reflection on fieldwork conducted in the Arab Gulf <i>Sarina Theys</i>	311
26	Doing qualitative field research in Vietnam <i>Thi My Hanh Huynh and Anne Bartel-Radic</i>	322
27	Investigating the worldview of professionals: reflections on the challenges of researching in the Thai culture <i>Astrid Kainzbauer and Brian Hunt</i>	330
	<i>Afterword</i>	341
	Fiona Moore	
	<i>Index</i>	346