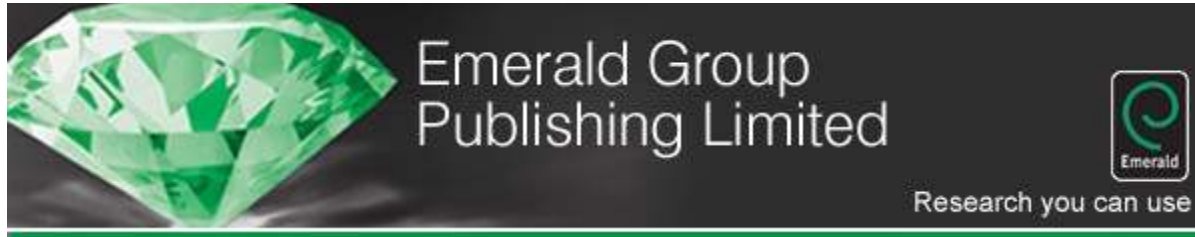


Call for Papers: Special Issue of International Journal of Contemporary Hospitality Management



Call for Papers: “How Can We Address Contemporary Hospitality Research Issues Through Qualitative Research?”

Guest editors:

Dr. Amit Sharma – Penn State University, USA
Dr. Levent Altinay – Oxford Brookes University, United Kingdom

Scope of the Issue

The last 25 years of hospitality research has witnessed phenomenal growth in scale and scope. These research outputs now span a wide range of topics including organizational strategy, marketing, consumer behaviour, human resources, finance, accounting, technology, facilities development, real estate development, to name just a few. Hospitality research journals have also begun to attract researchers from outside the field to contribute to this scholarly progress. Industry readership of hospitality research output is also growing, and continues to be well appreciated.

Use of qualitative research methodologies in advancing hospitality knowledge is an increasing trend and a way that some researchers are trying to respond to offer value and relevance to the practitioners and policy makers in the hospitality industry. In particular, qualitative research is being seen as a route to provide an in-depth detailed analysis of the behaviours of consumers, employees, managers, organisations, and nations and also advance knowledge in hospitality research (Litteljohn et al., 2007; Okumus et al., 2007; Sharma et al., 2007; Olsen and Roper, 1998). In spite of its importance, very little debate has directly addressed the role of qualitative research in advancing knowledge whilst offering value to the practitioners and responded to the prevailing question of “How can we address contemporary hospitality research issues through qualitative research?”

This Special Issue is designed to create an international platform for debate and incorporate methodological papers that address issues associated with:

- Gaining and facilitating research access into hospitality organisations for

qualitative research

- The use of different research strategies (i.e case study, grounded theory, ethnography, action research, and action learning) in qualitative research.
- Sampling techniques.
- Different data collection techniques to collect qualitative data
- Combining qualitative and quantitative research
- The use of different qualitative data analysis strategies
- Validity and reliability in qualitative research
- Offering value and relevance to practitioners and policy makers through qualitative research
- Turning hospitality consultancy projects into academic publications
- Cross cultural challenges in qualitative research (language, sampling, theoretical equivalence in cross-cultural contexts, cultural backgrounds/values of researchers and informants and their influence on the research process)

This special issue of IJCHM seeks to present a collection of thought-provoking papers on the issue of using qualitative research to investigate contemporary research issues in the international hospitality. We invite manuscripts with a focus on various types of qualitative methodologies in international contexts, and with a strong focus on an application to a hospitality research topic. Contributions must systematically address an innovative qualitative methodology in investigating an international hospitality research issue. The manuscripts must also include a strong component related to how certain methodologies employed advanced hospitality knowledge in this specific subject area whilst offering value to the practitioners and policy makers.

About the Guest Editor

Dr. Amit Sharma is an Assistant Professor of Finance in the School of Hospitality Management at The Pennsylvania State University. Before joining Penn State he was an Assistant Professor at Iowa State University. His doctorate is in Hospitality and Tourism Management. His research interests are in behavioural aspects of financial and economic decision-making. Dr. Sharma has published his research in a number of refereed top-tier hospitality and tourism journals. His research has been driven through funded projects that include funding from the U.S. Department of Agriculture and the World Bank Group.

Dr Levent Altinay is a Professor of Strategy and Entrepreneurship at the Oxford Brookes University Business School. His research interests include internationalization of organizations and entrepreneurship. Dr Altinay's research has been widely published in top tier hospitality and tourism journals and his research attracted funding from prestigious funding bodies such as ESRC (Economic and Social Research Council) and the British Academy. He is serving as an editorial board member of international journals including of Journal of Services Marketing, The Service Industries Journal and International Journal of Contemporary Hospitality Management.

Timings and the reviewing process

In the first instance interested authors should contact one of the Guest Editors (Dr Amit Sharma: aus22@psu.edu or Dr Levent Altinay: laltinay@brookes.ac.uk). Each paper then should be submitted to IJCHM starting end of August 2010 at: <http://mc.manuscriptcentral.com/ijchm>. It would then reviewed by one of the Guest Editors and, if it were judged suitable for this publication, it would be sent to three referees for double blind peer review. Based on their recommendations, the Guest Editors will make the final decision whether the paper should be accepted as is, revised or rejected. The authors should normally expect two or three rounds of revisions before a final decision is made about their papers; final publication will be mid-to-late 2011. Please follow the journal's author guidelines details at: <http://www.emeraldinsight.com/ijchm.htm>. Submissions to the International Journal of Contemporary Hospitality Management are made using ScholarOne's Manuscript Central: <http://mc.manuscriptcentral.com/ijchm> (please see below for further details)

References

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Olsen, M. and Roper, A. (1998). 'Research in Strategic Management in the Hospitality Industry', *International Journal of Hospitality Management*, 17, 111-124.

Please note, all submissions to this issue must be made using ScholarOne Manuscripts. Detailed instructions on how to upload your paper to the special issue section on ScholarOne can be found below:

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- Click on the 'click here to submit a new manuscript' link which will take you through to the Manuscript Submission page.
- Complete all fields and browse to upload your article. Please include your structured abstract in your article file.
- At the 'please select the type of issue' (step 4) please highlight **“How can we address contemporary hospitality research issues through qualitative research?”** in the dropdown list
- **You must upload a minimum of 2 files:** An anonymous article file (you should upload the title page – with all author contact details - as a separate file) because we operate double blind peer review
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Gemma Halder
Assistant Publisher
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