UNIVERSITY OF AMSTERDAM Amsterdam Business School



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

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

by *#DigitalData4OS:* Julien Jourdan (HEC Paris); Michael Etter (KCL); Elanor Colleoni (IULM)
Local organizers: Ana M. Aranda (UVA), Laura Dupin (UVA), Hakan Özalp (UVA)

Sponsors: Amsterdam Business School, Strategy & International Business and Entrepreneurship & Innovation sections

Date: 19/06/2026 **Time:** 08:30 AM **Venue:** Amsterdam Business School, Amstedam

Digital data and AI/LLM technologies are revolutionizing organizational strategies, driving innovative approaches to management and decision-making. In parallel, researchers are actively exploring how best to employ these data and methods in academic work, but shared standards for their use and reporting are still emerging. Concerns around trust, transparency, and the lack of ethical frameworks for working with social media and AI-generated data present significant challenges for scholars aiming to publish in top-tier academic journals.

Against this backdrop, the Workshop on Digital Data for Management and Organization Studies—now in its fourth edition—continues to offer a dedicated forum for constructive exchange on these fast-evolving topics. The workshop supports researchers in developing high-quality papers that leverage digital data and/or AI/LLM methodologies by bringing together diverse perspectives and a range of methodological approaches in management and organization research.

Workshop Format

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/LLM 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.

This year, we are pleased to announce Associate **Professor Richard Haans (Erasmus University Rotterdam**) as our keynote speaker. His lecture titled "***Scraping and Working with Longitudinal Website Data Using the Wayback Machine***" will combine methodological insights with a hands-on demonstration, drawing on his recent publication in *Organisational Research Methods* (2026).

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 methods**, such as netnography, multi-modal analysis, AI-assisted qualitative analysis, 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, anonymity, and transparency in AI/LLM usage)

Agenda

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

Applications

Please send an expression of interest to **elanor.colleoni@iulm.it** by **March 30th, 2026** 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 **April 15th**. The final program will be distributed by **May 15th.**