

HOW TO DO SOCIAL SCIENCE THAT MATTERS

'Cease fire! And if it were time for peace and wisdom in social sciences. No longer the ultimate, universal truth but a polyphony of authentic, territorial voices. Sensitive to the diversity of human experience. Striving for what matters...'

Jean-Luc Moriceau, Institut Mines-Télécom Business School, France

This holistic *How to* guide provides practical advice on conducting meaningful research within the social sciences, focusing on practices which are sensitive and bespoke. Mapping out the field and inviting further exploration, its insights reflect lessons from a wide variety of social science research projects, all of which have crucial epistemological and methodological consequences.

Drawing on diverse experiences of international and interdisciplinary scholars, *How to do Social Science that Matters* presents methodology as a result of choices and stances related to values, context, and research interests. Each chapter focuses on one particular perspective, considering relationships, systemic inequalities, mutual meanings, and heterodoxy. A vast range of techniques are employed to conceptualise meaningful research methods, from ethnographies to poetry. Ultimately, this *How to* guide foregrounds the importance of impactful social science in peacemaking and building understanding.

Centring a truly innovative perspective on social science analysis, this book is a crucial resource for students and scholars of management, organisation studies and research methods. It also appeals to those across the social sciences who wish to learn more about crafting purposeful and sensitive methodology.

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