Qualitative Research in Business & Management

Michael D. Myers



CONTENTS

Preface		X
A	cknowledgements	xii
PART I INTRODUCTION		1
1	How to Use this Book	3
2	Overview of Qualitative Research	5
	Why do Qualitative Research?	5
	What is Research?	6
	Quantitative and Qualitative Research Compared	8
	Triangulation	10
	Research in Business and Management	12
	Rigour and Relevance in Research	13
	Exercises	15
	Further Reading	15
PA	ART II FUNDAMENTAL CONCEPTS OF RESEARCH	17
3	Research Design	19
	Introduction	19
	Choosing a Topic	20
	Theoretical Framework	21
	A Model of Qualitative Research Design	22
	Writing a Research Proposal	27
	Defending a Research Proposal	31
	Examples of Various Research Designs	32
	Exercises	33
	Further Reading	33
4	Philosophical Perspectives	35
	Underlying Assumptions in Research	35
	Positivist Research	37
	Interpretive Research	38

	Critical Research	41
	Exercises	44
	Further Reading	44
5	Ethics	45
	The Importance of Ethics	45
	Important Ethical Principles Related to Research	46
	Exercises	52
	Further Reading	52
PA	ART III QUALITATIVE RESEARCH METHODS	53
6	Action Research	55
	Introduction	55
	Approaches to Action Research	60
	Critique of Action Research	62
	Examples of Action Research	64
	Exercises	68
	Further Reading	69
. 7	Case Study Research	70
	Introduction	· 70
	Approaches to Case Study Research	77
	Critique of Case Study Research	80
	Examples of Case Study Research	85
	Exercises	90
	Further Reading	91
8	Ethnographic Research	92
	Introduction	92
	Approaches to Ethnographic Research	95
	How to do Ethnographic Research	97
	Critique of Ethnographic Research	98
	Examples of Ethnographic Research	101
	Exercises	104
	Further Reading	105
9	Grounded Theory	106
	Introduction	106
	Approaches to Grounded Theory	109
	Critique of Grounded Theory	111

	Examples of Grounded Theory Research	113
	Exercises	116
	Further Reading	117
PAI	RT IV DATA COLLECTION TECHNIQUES	119
10	Interviews	121
	Introduction	121
	Types of Interviews	123
	Potential Problems Using Interviews	126
	A Model of the Interview	126
	Practical Suggestions for Interviewing	133
	Exercises	135
	Further Reading	135
11	Participant Observation and Fieldwork	137
	Introduction	137
	Fieldwork Concepts	140
	Approaches to Fieldwork	147
	How to Conduct Fieldwork	149
	Advantages and Disadvantages of Fieldwork	150
	Examples of Fieldwork in Business and Management	150
	Exercises	152
	Further Reading	152
12	Using Documents	153
	Introduction	153
	Types of Documents	154
	How to Use Documents	158
	Advantages and Disadvantages of Using Documents	161
	Examples of Using Documents in Business and Management	161
	Exercises	162
	Further Reading	162
PAl	RT V ANALYSING QUALITATIVE DATA	163
13	Analysing Qualitative Data: An Overview	165
	Introduction	165
	Approaches to Analysing Qualitative Data	167
	Which Qualitative Data Analysis Approach?	175
	Use of Qualitative Data Analysis Software	176
	Examples of Analysing Qualitative Data	178

	Exercises	179
	Further Reading	179
14	Hermeneutics	181
	Introduction	181
	Hermeneutic Concepts	184
	Types of Hermeneutics	190
	Using Hermeneutics: An Example	192
	Critique of Hermeneutics	194
	Examples of Using Hermeneutics	195
	Exercises	196
	Further Reading	196
15	Semiotics	198
	Introduction	198
	Semiotic Concepts	201
	How to Use Semiotics	205
	Critique of Semiotics	206
	Examples of Using Semiotics	207
	Exercises	209
	Further Reading	210
16	•	211
	Introduction	211
	Approaches to Narrative Analysis	213
	How to Use Narrative Analysis	217
	Critique of Narrative Analysis	218
	Examples of Using Narrative and Metaphor	218
	Exercises	221
	Further Reading	221
PA	RT VI WRITING UP AND PUBLISHING	223
17	Writing Up	225
	Introduction	225
	Approaches to Writing Up	227
	Exercises	236
	Further Reading	236
18	Getting Published	237
	Introduction	237
	Common Mistakes and Pitfalls	242

Practical Tips	248
Exercises	251
Further Reading	252
PART VII CONCLUSION	253
19 Qualitative Research in Perspective	255
Glossary	
References	
Index	275