Qualitative Research Methods – Module A

Compulsory readings

Cresswell, JW and Poth, CN (2018) Qualitative Inquiry and Research Design: Choosing among five approaches. SAGE. **Chapters 1-4**

Research paradigms

Bernstein, ES (2012) The Transparency Paradox: A Role for Privacy in Organizational Learning and Operational Control. *Administrative Science Quarterly* 57(2):181-216. (focus on pp. 181-187, 195-196)

Guba, E.G., & Lincoln, Y.S. (1994) Competing paradigms in qualitative research. In N.K. Denzin & Y.S. Lincoln (Eds.), *Handbook of qualitative research* (**pp. 105-117**). Thousand Oaks, CA: Sage.

Ethnography

Creswell & Poth (2018), chapter 4

Yanow, D (2012) Organizational ethnography between toolbox and world-making. *Organizational Ethnography* 1(1) 31-42

Narrative

Creswell & Poth (2018), chapter 4

Vaara, E., Sonenshein, S., & Boje, D. (2016). Narratives as Sources of Stability and Change in Organizations: Approaches and Directions for Future Research, *The Academy of Management Annals*, 10:1, 495-560, DOI: 10.1080/19416520.2016.1120963

Grounded theory

Goulding, C (2001): Grounded Theory: A Magical Formula or a Potential Nightmare. The Marketing Review, 2, 21-34

Suddaby, R (2006) From the editors: What Grounded Theory is not. Academy of Management Journal, 49(4) 633-642

Case studies

Flyvbjerg, B. (2006) Five misunderstandings about case-study research. *Qualitative inquiry* 12.2 219-245.

Eisenhardt, K. M. (1989) Building theories from case study research. *Academy of management review*, *14*(4), 532-550

Further recommended readings

From The Editors Series in Academy of Management Journal (AMJ), 2011 – topic choice (1), research design* (2), setting the hook (3), grounding hypotheses (4), crafting methods and results (5), implications (6), what's different about qualitative research (7).

Journal Articles

Bluhm, Haman, Lee & Mitchell (2011) Qualitative Research in Management: A decade of progress. *Journal of Management Studies* 48:8, 1866-1891

Bono & McNamara (2011) publishing in AMJ – Part 2: Research Design, AMJ, 54:4, 657-660

Cloutier, C., & Ravasi, D. (2021). Using tables to enhance trustworthiness in qualitative research. *Strategic Organization*, *19*(1), 113-133

Gehman, J., Glaser, V. L., Eisenhardt, K. M., Gioia, D., Langley, A., & Corley, K. G. (2017). Finding theory–method fit: A comparison of three qualitative approaches to theory building. *Journal of Management Inquiry*, 27(3) 284-300

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Graebner, ME, Martin, JA & Roundy, PT (2012) Qualitative Data: Cooking without a recipe. *Strategic Organization* 10(3) 276-284

Hannah, DR & Lautsch, BA (2011) Counting in Qualitative Research: Why to conduct it, when to avoid it, and when to closet it. *Journal of Management Inquiry* 20(1) 14-22

Harrison, H., Birks, M., Franklin, R., & Mills, J. (2017). Case Study Research: Foundations and Methodological Orientations. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, *18*(1).

Kahlke, RM (2014) Generic Qualitative Approaches: Pitfalls and benefits of methodological mixology. *International Journal of Qualitative Methods* 13: 37-52

Langley, A., & Ravasi, D. (2019). Visual artifacts as tools for analysis and theorizing. In *The production of managerial knowledge and organizational theory: New approaches to writing, producing and consuming theory* (Vol. 59, pp. 173-199). Emerald Publishing Limited

Manning J & Kunkel, A (2014) Making Meaning of Meaning-making Research: Using qualitative research for studies of social and personal relationships. *Journal of Social and Personal Relationships* 31(4) 433-441

O'Brien, BC, Harris, IB, Beckman, TJ, Reed, DA, Cook, DA (2014) Standards for Reporting Qualitative Research: A synthesis of Recommendations. *Academic Medicine* 89(9) 1245-1251

Polkinghorne, DE (2006) An Agenda for the Second Generation of Qualitative Studies. *International Journal of Qualitative Studies on Health and Well-being* 1:2, 68-77

Pratt, Kaplan and Whittington (2019) Tumult over Transparency: Decoupling transparency from replication in establishing trustworthy qualitative research. *Administrative Science Quarterly* 1-19

Samra-Fredericks, D (2004) Managerial Elites making rhetorical and linguistic 'Moves' for a moving (emotional) Display. *Human Relations* 57(9) 1103-1143

Sargeant, (2012) Qualitative Research Part II: Participants analysis and quality assurance. *Journal of Graduate Medical Education*, 1-3

Tracy, SJ (2010) Qualitative Quality: Eight "big-tent" criteria for excellent qualitative research. *Qualitative Inquiry* 16(10) 837-851

Yanow, D (2012) Organizational ethnography between toolbox and world-making. *Organizational Ethnography* 1(1) 31-42

Methodology Books and Chapters

Blakie, N and Priest, J (2017) *Designing social research*. Polity Press

Blakie, N and Priest, J 2016) *Social Research: Paradigms in Action.* Polity Press

Brush, C (2007) Avoiding a strikeout in the first innings. Chapter 18 In Neergaard and Ulhøi: *Handbook of Qualitative Research Methods in Entrepreneurship*. Edward Elgar 460-475

Patton, MC (latest ed) Qualitative evaluation and research methods. SAGE Inspirational on e.g. sampling

Patton, MC (2011) *Developmental evaluation. Applying complexity concepts to enhance innovation and use.* Guilford. Inspirational on studies on evaluation of processes (so for process studies)

Thomas, G (2016) *How to do your case study*. SAGE

Wengraf, T (2001) *Qualitative Research Interviewing*. SAGE Inspiration for how the Central Research Question guides Theory Questions and Interview Questions.