CONTENTS

	Preface and Acknowledgements	X
PA.	RT I THE BUSINESS OF QUALITATIVE RESEARCH	1
1	Introduction	3
	The purpose of the book	3
	What is qualitative business research?	4
	Qualitative approaches introduced in this book	6
	How to use this book	8
2	Research Philosophy	11
	The relevance of philosophical issues in	
	business research	11
	Key concepts of the philosophy of science	13
	The main philosophical positions	18
	Basic aspects of inquiry	22
	Key points of the chapter	24
	Further reading	25
	Exercises	25
3	Research Design and Process	27
	Importance of planning	27
	Elements of the research design	28
	Circularity of the research process	33
	Time and the qualitative research process	35
	Key points of the chapter	37
	Further reading	37
	Exercises	38
4	Research Questions and Literature Review	39
	The relevance of the research questions	39
	Various types of research question	42

vi • CONTENTS

	The use of theory and theoretical concepts	43
	Positioning the study through literature	44
	The relevance of a literature review	45
	Two ways of doing a literature review	48
	Key points of the chapter	50
	Further reading	50
	Exercises	50
5	Access and Relationships	53
	Identifying research participants	53
	Accessing organizations	54
	Accessing individuals	57
	Making research agreements	57
	The researcher–participant relationship	58
	Key points of the chapter	61
	Further reading	61
	Exercises	62
6	Ethics in Research	63
	The importance of ethics in business research	63
	Dimensions of researcher-participant relationships	65
	Sponsorship and research ethics	67
	What is good scientific practice?	68
	Key points of the chapter	76
	Further reading	77
	Exercises	77
PA	RT II WORKING WITH QUALITATIVE DATA	79
7	Introduction to Qualitative Data	81
	What counts as qualitative data?	81
	Introducing different types of qualitative data	82
	Ways of doing textual analysis	86
	The circularity of data gathering and analysis	87
	Key points of the chapter	89
	Further reading	89
	Exercises	90
8	Interviews and Observations	91
	Qualitative interviews	91
	Participant and non-participant observations	99

		CONTENTS	• vii
	Key points of the chapter		102
	Further reading		102
	Exercises		102
9	Digital Data		105
	The relevance of digital research		105
	Three categories of digital research data		106
	Collecting digital data		109
	Computer software for digital data		112
	Key points of the chapter		116
	Further reading		116
	Exercises		116
10	Qualitative Content Analysis		119
	What is qualitative content analysis?		119
	How qualitative content analysis can be done		121
	Qualitative content analysis in relation to qualitative		
	research approaches		125
	Key points of the chapter		126
	Further reading		126
	Exercises		126
PA	RT III QUALITATIVE RESEARCH APPROACHES		129
11	Case Study Research		131
	What is case study research?		131
	Ways of doing case study research		133
	Intensive case study research		134
	Extensive case study research		136
	Collecting and analyzing case study data		138
	Writing and evaluation of case studies		142
	Key points of the chapter		145
	Further reading		146
	Exercises		146
12	Ethnographic Research		149
	What is ethnographic research?		149
	Methodological principles		152
	How to conduct ethnographic research		154
	Analyzing and interpreting ethnographic data		159
	Writing and evaluation of ethnographic research		160

viii • CONTENTS

	Key points of the chapter	162
	Further reading	162
	Exercises	162
13	Action Research	165
	What is action research?	165
	Different types of action research	168
	How to design an action research project	169
	Data gathering and analysis	172
	Writing and evaluation of action research	178
	Key points of the chapter	179
	Further reading	179
	Exercises	179
14	Focus Group Research	181
• •		
	What is focus group research?	181
	Key characteristics of focus groups	183
	How to organize and conduct focus	
	group research	184
	Analyzing focus group data	191
	Writing and evaluation of focus group research	193
	Key points of the chapter	194
	Further reading	194
	Exercises	195
15	Grounded Theory Research	197
	What is grounded theory research?	197
	The rationale of grounded theory methodology	200
	Key elements and processes	202
	Basic steps in the analysis	205
	Grounded theory approach revisited	210
	Writing and evaluation of grounded theory research	212
	Key points of the chapter	213
	Further reading	214
	Exercises	214
16	Narrative Research	215
	What is narrative research?	215
	Key concepts and understandings of	
	narrative research	217
	How to collect and analyze narrative data	219
	Writing and evaluation of narrative research	224

		CONTENTS	•	ıx
	Key points of the chapter Further reading			227 227
	Exercises			227
17	Discourse Theoretical Research			231
	Discourse theory and discourse analysis			231
	Foucauldian discourse theory and analysis			234
	Critical discourse analysis			239
	What does not count as discourse analysis?			242
	Writing and evaluating discursive research			244
	Key points of the chapter			246
	Further reading			246
	Exercises			246
18	Critical Research			249
	What is critical research?			249
	The many directions of critical research			251
	History of critical research			253
	The key concepts in critical research			256
	What methods does critical research use?			257
	Writing and evaluation of critical research			260
	Key points of the chapter			261
	Further reading Exercise			262262
	Exercise			202
19	Feminist Research			263
	What is feminist research?			263
	Business research and gender			266
	Gender in research			267
	Ways for analyzing gender in business research			269
	Key methods of qualitative feminist research			271
	How to write and evaluate feminist analysis			274
	Key points of the chapter			277278
	Further reading Exercises			278
20	Vigual Deceards			279
20	Visual Research			
	What is visual research?			279
	Ways of using visual materials The use of visual materials in business research			280 282
				283
	Analyzing visual materials Writing the visual materials into research			286
	Writing the visual materials into research			200

x • CONTENTS

	Key points of the chapter	287
	Further reading	287
	Exercises	288
PA	RT IV WRITING, EVALUATING AND PUBLISHING	289
21	Writing Process	291
	What is qualitative research writing?	291
	The structure of the qualitative research report	293
	Qualitative writing styles	296
	Developing skills for qualitative writing	298
	Key points of the chapter	300
	Further reading	300
	Exercises	300
22	Evaluation	303
	Lvaluation	
	Key aspects of qualitative business research evaluation	303
	Adopting the classic criteria of good-quality research	305
	Adopting alternative but common evaluation criteria	307
	Abandoning the idea of common evaluation criteria for qualitative	
	research	308
	Key points of the chapter	309
	Further reading	309
	Exercise	310
23	Publishing	311
	What is publishing?	311
	How to publish qualitative business research	313
	Key points of the chapter	317
	Further reading	318
	Exercises	318
24	Breaking the Boundaries	319
21		
	What is qualitative business research?	319
	Circularity of the research process	320
	Combining qualitative and quantitative research	322
	Learning continues	322
	Glossary	323
	References	333
	Index	355