

QUALITATIVE & INTERPRETIVE RESEARCH IN MANAGEMENT

There is a rapid growth of qualitative research methods across the globe in last two decades. Qualitative research is now considered as a powerful tool for market research as it provides detailed insightful and descriptive data rather than only statistical and predictive data. This course consists of series of lectures on qualitative research. Earlier qualitative research was used in social sciences. Today these methods are increasingly be used in other discipline such as management, health, education, law etc. The purpose of this course is to develop an understanding of various philosophies underlying qualitative research and further provide the comprehensive view of various qualitative research methods and its application in current research studies.

TOPICS

Epistemology of qualitative research
Defining Qualitative Research
Designing Qualitative Research
Methods of data collection: Case study Grounded Theory Focus Group Phenomenology Ethnography

<p>Observation</p> <p>Interpretive structure Modeling(ISM) and</p> <p>Total Interpretive structure Modeling (TISM)</p>
Data management in Qualitative Research Methods
Analyzing Data in Qualitative Research
Combining Qualitative and Quantitative Research
Writing up qualitative research for publication

Reading materials

Creswell, J. W., & Poth, C. N. (2017). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.

Yin, R. K. (2013). *Case study research: Design and methods*. Sage publications.

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

Strauss, A., & Corbin, J. M. (1997). *Grounded theory in practice*. Sage.