

Using Qualitative Methods in Organizational Research (Organizational Research Methods)

Thomas W. Lee

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Offering a broad description of qualitative research, this book facilitates the integration of qualitative and quantitative methods in organizational research. It examines the methods and tactics for both generating and testing management theories, including guidelines for deciding whether to use qualitative methods and overviews of four specific research designs. It describes how qualitative data is collected and analyzed and when and how to quantitatively analyze qualitative data. The author articulates the critical roles for reliability and validity and in the final chapter offers conclusions and recommendations for writing articles that report qualitative studies.