



Literature for BUSR31, Business Administration: Qualitative Research Methods applies from autumn semester 2016

**Literature established by Academic Director of Studies at Department of
Business Administration on 2016-03-22 to apply from 2016-03-22**

See appendix.

Literature list

BILAGA / ATTACHMENT 3



LUNDS UNIVERSITET

Ekonomihögskolan

Företagsekonomiska institutionen

BUSR31 Qualitative research methods/Kvalitativa metoder, 5 HP

Fastställd av studierektor i enlighet med delegation av företagsekonomiska institutionens styrelse,

2013-04-22 / Approved by the director of studies on delegation from the department board of the Business administration, 2016-04-XX

Book:

Easterby-Smith, M., Thorpe, R., and Andy Lowe (2002) *Management research- An Introduction*, SAGE, London:UK

Articles (to be downloaded from the Lund University's library's digital database):

For example:

Alvesson, M. 2003. Beyond neopositivists, romantics, and localists: a reflexive approach to interviews in organizational research. *Academy of Management Review*, 28(1): 13-34.

Elliott & Jankel-Elliott (2003) "Using ethnography in strategic consumer research". *Qualitative Market Research: An International Journal*. Pp 215-223

Eisenhardt, K. M. 1989. Building theories from case study research. *The Academy of Management Review*, 14(4): 532-550.

Eisenhardt, K. M., & Graebner, M. E. 2007. Theory Building From Cases: Opportunities And Challenges. *Academy of Management Journal*, 50(1): 25-32.