



**Literature for BUSN39, Business Administration: Degree
Project in Global Marketing - Master Level applies from spring
semester 2022**

**Literature established by Academic Director of Studies at Department of
Business Administration on 2021-11-01 to apply from 2021-11-01**

Alvesson, M. & Skoldberg, K. (2000) Reflexive methodology. Sage

Prasad, P. (2005). Crafting Qualitative Research: Working in the Postpositivist Traditions. New York: M.E. Sharp, Inc.

Set of articles