



## **Literature for BUSR31, Business Administration: Qualitative Research Methods applies from spring semester 2022**

**Literature established by Academic Director of Studies at Department of Business Administration on 2021-12-01 to apply from 2021-12-01**

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Rennstam, J., Wästerfors, David,. & Ehnsjö, Rikard,. *Analyze! : crafting your data in qualitative research*. latest edition

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.