**Further Reading**

**Qualitative Research in Business and Management, 3rd edition.**

**Chapter 2**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/KWNPGA04Y8QXEQ6IVP30B/pdf/10.1177/0265407514522888>

**Explanation:** This article discusses the value of qualitative research.

**Citation:** Fritz, J. H. (2014). Researching workplace relationships: What can we learn from qualitative organizational studies? *Journal of Social and Personal Relationships*, 31(4), 460-466.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/J8PDC2E4FJL6GT6K9A1BFK/pdf/10.1177/1558689816651032>

**Explanation:** This article explains some of the challenges when triangulating qualitative and quantitative research.

**Citation:** Kern, F. G. (2018). The Trials and Tribulations of Applied Triangulation: Weighing Different Data Sources. *Journal of Mixed Methods Research*, 12(2), 166-181.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/0QYNQJXU7INORYI7F9XHY9/pdf/10.1177/1056492609343491>

**Explanation:** This article discusses the issue of rigor and relevance in research.

**Citation:** Palmer, D., Dick, B., & Freiburger, N. (2009). Rigor and Relevance in Organization Studies. *Journal of Management Inquiry*, 18(4), 265-272.

**Chapter 3**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/LWDQGVAZKA9VVVMNET8WT/pdf/10.2189/asqu.2010.55.3.439>

**Explanation:** This article is an excellent example of qualitative research. The insights the authors gained from coding their qualitative data were used a basis for the quantitative phase of the project. The article shows how to develop a new theoretical framework.

**Citation:** Navis, C., & Glynn, M. A. (2010). How New Market Categories Emerge: Temporal Dynamics

of Legitimacy, Identity, and Entrepreneurship in Satellite Radio, 1990-2005. [Article]. *Administrative*

*Science Quarterly*, 55(3), 439-471.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/CWOXRC6Z8N8UHQTCX9TAKM/pdf/10.1177/160940690300200204>

**Explanation:** This article discusses qualitative research design and the interplay of inductive and deductive approaches in a case study.

**Citation:** Lloyd-Jones, G. (2003). Design and Control Issues in Qualitative Case Study Research. *2*(2),

33-42.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/8ME0UQNYUR8NIBYYKON8V/pdf/10.1177/1049732303013006003>

**Explanation:** The authors discuss the challenges of writing a proposal for a qualitative research project.

**Citation:** Sandelowski, M., & Barroso, J. (2003). Writing the Proposal for a Qualitative Research

Methodology Project. *13*(6), 781-820.

**Chapter 4**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/KBF3JLJCZKRHJ5F1BO1I/pdf/10.2189/asqu.2010.55.1.114>

**Explanation:** This study is a nice example of a positivist study that triangulates qualitative and quantitative data. The authors look at the topic of institutional change.

**Citation:** Dunn, M. B., & Jones, C. (2010). Institutional Logics and Institutional Pluralism: The

Contestation of Care and Science Logics in Medical Education, 1967--2005. *Administrative Science*

*Quarterly, 55*(1), 114-149.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/Y7EFHYD1PP90JHOQBQTADMA/pdf/10.1177/002224379703400403>

**Explanation:** This paper is an example of an interpretive study that uses hermeneutics to analyse qualitative data. In the field of marketing, Thompson (1997) uses hermeneutics to develop insights into consumer stories. He interprets the stories that consumers tell about products, services, brand images and shopping. He suggests that hermeneutics can bring consumer stories to life, revealing the rich texture of their self-identities and lifeworld contexts.

**Citation:** Thompson, C. J. (1997). Interpreting Consumers: A Hermeneutical Framework for Deriving Marketing Insights from the Texts of Consumers' Consumption Stories. *Journal of Marketing Research*, 34(4), 438-455.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/66ZB3YIHFQ21DVWCL31V6I/pdf/10.1177/002194360203900105>

**Explanation:** This article is an example of a critical research study. The authors analyse Chief Executive Officers' letters to shareholders in the United States petroleum industry during the 1970s and 1980s.

**Citation:** Prasad, A., & Mir, R. (2002). Digging Deep for Meaning: A Critical Hermeneutic Analysis of

CEO Letters to Shareholders in the Oil Industry. *39*(1), 92-116.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/5EL51BF5DQZMIKCKQB9/pdf/10.1080/02683960210154139>

**Explanation:** This is the introductory editorial to the first of two special issues of *Journal of Information Technology* on critical research in information systems.

**Citation:** Brooke, C. (2002). Editorial: Critical research in information systems: issue 1. *Journal of*

*Information Technology, 17*(2), 45-47.

**Chapter 5**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/FTB2K09LDNIIUIVH4JPM4/pdf/10.1177/2051570718815973>

**Explanation:** Gatignon provides an overview of some of the most important ethical issues related to research.

**Citation:** Gatignon, H. Ethical behaviours versus behaviours that contravene deontological research

principles in the publishing process. *Recherche et Applications En Marketing* (English Edition). First

published 2018, 2051570718815973.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/ULNOK8CLYGALHYNVNMS47/pdf/10.1177/1476750307083720>

**Explanation:** The authors discuss the ethics of conducting action research, focusing on the issue of reciprocity.

**Citation:** Maiter, S., Simich, L., Jacobson, N., & Wise, J. (2008). Reciprocity: An ethic for community

based participatory action research. *6*(3), 305-325.

**Chapter 6**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/BD7SRZHXEPW6NQDEKHTSM4/pdf/10.1177/001872674700100201>

**Explanation:** This is one of the early articles on action research.

**Citation:** Lewin, K. (1947). Frontiers in Group Dynamics: II. Channels of Group Life; Social Planning

and Action Research. *Human Relations, 1*(2), 143-153.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/IZTVKFWLE4H9NUG1H9HCR9/pdf/10.1177/001872679304600201>

**Explanation:** This is the introduction to the special issue of Human Relations on action research

**Citation:**Elden, M., & Chisholm, R. F. (1993). Emerging Varieties of Action Research: Introduction to

the Special Issue*. Human Relations*, 46(2), 121-142.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/ABZ7N0QO08PTMKOM7EFV0Q/pdf/10.1177/001872679304600203>

**Explanation:** The author provide three examples of interpretive participatory action research.

**Citation:** Greenwood, D. J., Whyte, W. W., & Harkavy, I. (1993). Participatory Action Research as a

Process and as a Goal. *Human Relations, 46*(2), 175-192.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/V0Z2KH39WXBOK8E8FMW1T/pdf/10.1177/026839629601100305>

**Explanation:** This article looks at the potential of action research in the field of information systems.

**Citation:** Baskerville, R. L., & Wood-Harper, A. T. (1996). A Critical Perspective on Action Research as

a Method for Information Systems Research. *Journal of Information Technology, 11*, 235-246.

**Chapter 7**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/E6CMETOM3KU8M5QYN5CFE4/pdf/10.1177/001872678904200202>

**Explanation:** The author discusses how case studies can be seen as natural experiments.

**Citation:** Lee, A. S. (1989). Case Studies as Natural Experiments. *Human Relations, 42*(2), 117-137.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/PFQCXQO3JLLGPYRPK5QKZE/pdf/10.1177/1094428108319905>

**Explanation:** The authors discuss the use of case study research in international business.

**Citation:** Piekkari, R., Welch, C., & Paavilainen, E. (2009). The Case Study as Disciplinary Convention.

*Organizational Research Methods, 12*(3), 567-589.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/DM1E13JJ2VUK5DOJK1WY/pdf/10.2307/4131471>

**Explanation:** This is an example of an interpretive case study about organizational identity.

**Citation:** Corley, K. G., & Gioia, D. A. (2004). Identity Ambiguity and Change in the Wake of a

Corporate Spin-off. *Administrative Science Quarterly, 49*, 173–208.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/3IPP5A4OORM5LDIXR13ZJ4/pdf/10.2307/4131440>

**Explanation:** This is an example of an interpretive multiple case study involving 12 entrepreneurial firms in the United States. The authors studied mergers and acquisitions from the seller’s perspective.

**Citation:** Graebner, M. E., & Eisenhardt, K. M. (2004). The Seller's Side of the Story: Acquisition as

Courtship and Governance as Syndicate in Entrepreneurial Firms. *Administrative Science Quarterly,*

*49*, 366-403.

**Chapter 8**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/AM5TWQ1JJAVQIJBU3XVA2N/pdf/10.1177/1742715016676446>

**Explanation:** This article discusses the potential of ethnographic research for the field of leadership studies.

**Citation:** Sutherland, N. (2018). Investigating leadership ethnographically: Opportunities and

potentialities. *Leadership, 14*(3), 263-290.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/46RER6PGAVP5W66N6ZI96E/pdf/10.1177/0001839213486447>

**Explanation:** The authors conducted ethnographic research in a drug court. They investigated how actors from different institutional and professional backgrounds employ logical frameworks in their micro-level interactions and thus how logics affect day-to-day organizational activity.

**Citation:** McPherson, C. M., & Sauder, M. (2013). Logics in Action: Managing Institutional Complexity

in a Drug Court. *Administrative Science Quarterly, 58*(2), 165-196.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/B3FPRHPIUFH2B0GMVMH7YY/pdf/10.1177/0001839214537811>

**Explanation:** This article is an ethnographic study of a natural food cooperative. They investigate the inherent tension in its mission between idealism and pragmatism. They gathered their data using participant observation, archival data, semi-structured interviews and surveys.

**Citation:** Ashforth, B. E., & Reingen, P. H. (2014). Functions of Dysfunction: Managing the Dynamics

of an Organizational Duality in a Natural Food Cooperative. *Administrative Science Quarterly, 59*(3),

474-516.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/Z3CR7LZIS0SKPHRLRXF6SI/pdf/10.1177/0001839212437519>

**Explanation:** Michel conducted ethnographic research at two investment banking looking at the issue of organizational control.

**Citation:** Michel, A. (2011). Transcending Socialization: A Nine-Year Ethnography of the Body’s Role

in Organizational Control and Knowledge Workers’ Transformation. *Administrative Science*

*Quarterly, 56*(3), 325-368.

**Chapter 9**

**Type:** Journal article

**Explanation:** Kendall provides a good discussion of using both versions of grounded theory (the Glaser version and the Strauss and Corbin version).

**URL:** <https://journals.sagepub.com/stoken/rbtfl/HGXLJPO8DP7Z4MLCYARFI/pdf/10.1177/019394599902100603>

**Citation:** Kendall, J. (1999). Axial Coding and the Grounded Theory Controversy. *Western Journal of*

*Nursing**Research, 21*(6), 743-757.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/LOTWL52GQYAMPGG1B9ZZD/pdf/10.1509/jmkg.66.4.102.18517>

**Explanation:** Flint and colleagues conducted a grounded theory study in an area they describe as ‘emerging customer value research’, which focuses mainly on what customers currently value from suppliers. This article is an excellent example of a grounded theory study.

**Citation:** Flint, D. J., Woodruff, R. B., & Gardial, S. F. (2002). Exploring the Phenomenon of

Customers' DesiredValue Change in a Business-to-Business Context. *Journal of Marketing, 66*(4),

102-117.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/WEKQ2689MDHCQD372JO3U/pdf/10.2189/asqu.2010.55.1.1>

**Explanation:** The authors used grounded theory to develop a theory of the processes involved in forming an organizational identity.

**Citation:** Gioia, D. A., Price, K. N., Hamilton, A. L., & Thomas, J. B. (2010). Forging an Identity: An

Insider-outsider Study of Processes Involved in the Formation of Organizational Identity.

*Administrative**Science Quarterly, 55*(1), 1-46.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/PNVU9YA9EWOKD5JXPAL2/pdf/10.1177/104973239600600306>

**Explanation:** The author discusses the grounded theory method.

**Citation:** Annells, M. P. (1996). Grounded Theory Method: Philosophical Perspectives, Paradigm of

Inquiry, and Postmodernism. *Qualitative Health Research, 6*(3), 379-393.

**Chapter 10**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/POXY5GPM8GL5YEA75322/pdf/10.1509/jm.15.0006>

**Explanation:** The authors conducted semi-structured interviews with consumers who in the past four years had engaged in brand sabotage.

**Citation:** Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When Hostile Consumers Wreak Havoc on Your Brand: The Phenomenon of Consumer Brand Sabotage. *Journal of Marketing, 80*(3), 25-41.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/KCY23TSFICEPAUSRJUJMXC/pdf/10.1177/0149206310383908>

**Explanation:** The author conducted a large-scale, interview-based study of eight acquisitions conducted by Finnish multinationals.

**Citation:** Teerikangas, S. (2012). Dynamics of Acquired Firm Pre-Acquisition Employee Reactions.

*Journal of Management, 38*(2), 599-639.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/UWGR46VOQA8NDBT08NGDW/pdf/10.1177/0022242918814254>

**Explanation:** The authors used multimethod approaches including in-depth interviews to develop a conceptual foundation for and empirical evidence of the performance implications of business-to-government (B2G) relationships. The article makes good use of the interview data by including numerous quotes from their interviewees.

**Citation:** Josephson, B. W., Lee, J.-Y., Mariadoss, B. J., & Johnson, J. L. (2018). Uncle Sam Rising:

Performance Implications of Business-to-Government Relationships. *Journal of Marketing, 83*(1), 51

-72.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/R2Q6TEXZR1JC0C93G3JM6B/pdf/10.1177/0001839216639577>

**Explanation:** This article looks at racial minorities’ attempts to avoid anticipated discrimination in labor markets by concealing or downplaying racial cues in job applications, a practice known as “résumé whitening.” The authors used multiple methods including interviews, a laboratory experiment, and a résumé audit study.

**Citation:** Kang, S. K., DeCelles, K. A., Tilcsik, A., & Jun, S. (2016). Whitened Résumés: Race and Self

Presentation in the Labor Market. *Administrative Science Quarterly, 61*(3), 469-502.

**Chapter 11**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/21A748RTA2JHUM9H1Q2QX8/pdf/10.1509/jmkg.73.3.118>

**Explanation:** This article is an excellent example showing the value of fieldwork. The authors conducted ethnographic fieldwork inside, outside and around a Chicago store investigating the perspectives of various stakeholder groups on the American Girl brand.

**Citation:** Diamond, N., Sherry, J. F., Muñiz, A. M., McGrath, M. A., Kozinets, R. V., & Borghini, S.

(2009). American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research.

[Article]. *Journal of Marketing, 73*(3), 118-134.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/KFMNY1Q5JXMVEWZOL3TJ/pdf/10.1177/0001839216655090>

**Explanation:** The author conducted fieldwork at two firms looking at how different distributions of ownership and governance rights in firms affect the optimal organization of cross-functional project teams for knowledge-intensive work. He collected quantitative and qualitative data. This data included data from the firms’ administrative archives, interviews, and observation of daily operations.

**Citation:** Young-Hyman, T. (2016). Cooperating without Co-laboring: How Formal Organizational

Power Moderates Cross-functional Interaction in Project Teams. *Administrative Science Quarterly,*

*62*(1), 179-214.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/AMADP1RJ7AAGDP13I3DL94/pdf/10.1177/0001839218773324>

**Explanation:** As well as interviews, the authors conducted fieldwork at an Asian industry association and at a China-based, mid-sized socially responsible investment fund.

**Citation:** Yan, S., Ferraro, F., & Almandoz, J. (2018). The Rise of Socially Responsible Investment

Funds: The Paradoxical Role of the Financial Logic. *Administrative Science Quarterly*,

0001839218773324.

**Chapter 12**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/957DWOGVD9DVX24DP2BYFA/pdf/10.1509/jm.74.2.71>

**Explanation:** This articles illustrates how qualitative researchers can use of documents from the Internet, such as blogs. The study is in the field of marketing.

**Citation:** Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2010). Networked Narratives:

Understanding Word-of-Mouth Marketing in Online Communities. [Article]. *Journal of Marketing,*

*74*(2), 71-89.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/P7EAS4N4SH0QR2YXY5MPVC/pdf/10.1177/0001839212446454>

**Explanation:** Gardner’s article illustrates how documents can be used in a study that combines both quantitative and qualitative methods. She developed and empirically tested the proposition that performance pressure acts as a double-edged sword for teams, providing positive effects by enhancing the team’s motivation to achieve good results while simultaneously triggering process losses. She combined multi-source surveys with archival data to test her hypotheses and then used longitudinal observational cases to understand how knowledge-use processes unfold over time in teams.

**Citation:** Gardner, H. K. (2012). Performance Pressure as a Double-edged Sword: Enhancing Team

Motivation but Undermining the Use of Team Knowledge. *Administrative Science Quarterly, 57*(1), 1-

46.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/AC4U5QJGZFMXEIDGWKBL6M/pdf/10.1177/0001839217733972>

**Explanation:** The aim of this study was to understand how people cultivate and sustain authenticity in multiple, often shifting, work roles.Although the main source of data was semi-structured interviews, the authors also triangulated their findings by examining data provided by informants, such as their online public profiles, blogs, notes, public interviews, presentations, and client materials.

**Citation:** Caza, B. B., Moss, S., & Vough, H. (2017). From Synchronizing to Harmonizing: The Process

of Authenticating Multiple Work Identities. *Administrative Science Quarterly, 63*(4), 703-745.

**Chapter 13**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/9LJJV5K32N9SNG5KP0295Q/pdf/10.1177/1742715011434109>

**Explanation:** This article is an example of content analysis. The authors use computer-aided text analysis in their study of leadership communications.

**Citation:** Bligh, M. C., & Kohles, J. C. (2014). Comparing leaders across contexts, culture, and time:

Computerized content analysis of leader–follower communications. *Leadership, 10*(2), 142-159.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/41UFWGJDEG29UFV7JTF0F7/pdf/10.1177/1742715015584537>

**Explanation:** This article is an example of using discourse analysis. The authors studied the narratives of chief executive officers in the Australian banking sector during the global financial crisis of 2009.

**Citation:** Liu, H. (2015). Constructing the GFC: Australian banking leaders during the financial ‘crisis’.

*11*(4), 424-450.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/ZZPWBHAX7VH2JK1NBJG2/pdf/10.1177/1461445618754571>

**Explanation:** This article is an example of conversation analysis. The authors look at conversation analysis and the public science of talk.

**Citation:** Albert, S., Albury, C., Alexander, M., Harris, M. T., Hofstetter, E., Holmes, E. J. B., et al.

(2018). The conversational rollercoaster: Conversation analysis and the public science of talk.

*Discourse Studies, 20*(3), 397-424.

**Chapter 14**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/MRTARXOPNYMIZ6M3P835M/pdf/10.1177/1094428102051003>

**Explanation:** This article discusses the use of hermeneutics in organization studies

**Citation:** Prasad, A. (2002). The contest over meaning: Hermeneutics as an interpretive methodology for understanding texts. *Organizational Research Methods, 5*, 12-33.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/0PP5E2Q7C5ZPCU857V6V04/pdf/10.1177/0018726709104546>

**Explanation:** This article uses critical hermeneutics to study charismatic leadership in a British organization.

**Citation:** Robinson, S. K., & Kerr, R. (2009). The symbolic violence of leadership: A critical

hermeneutic study of leadership and succession in a British organization in the post-Soviet context.

*Human Relations, 62*, 875-903.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/J043RBDY43USCKPL4KQXD/pdf/10.1177/1470593117708466>

**Explanation:** This article is an example of the use of hermeneutics to analyse qualitative data. The author conducted an empirical investigation soliciting consumers’ own ideas about their own extended self and considering them in relation to existing marketing research theory.

**Citation:** Stone, T., Gould, S. J., & Szabó-Douat, T. (2017). “Am I as extended as you say I am?”

Consumer’s emic perspectives on the extended self. *Marketing Theory, 17*(4), 559-577.

**Chapter 15**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/V82OZTLRKI8RRGAVO7N4KI/pdf/10.1177/1470593114540677>

**Explanation:** This article is a semiotic analysis of consumer-generated anti-branding efforts and reveals tacit semiotic rules used by digital anti-branders.

**Citation:** Kucuk, S. U. (2014). A semiotic analysis of consumer-generated antibranding. *Marketing*

*Theory, 15*(2), 243-264.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/NOOIJ034D5AUS4N37GM2K/pdf/10.1177/1470593114545004>

**Explanation:** This article is an example of semiotic analysis. One of the research phases consisted of a semiotic analysis of the linguistic and communicative features of an online community.

**Citation:** Gambetti, R. C., & Graffigna, G. (2014). Value co-creation between the ‘inside’ and the

‘outside’ of a company: Insights from a brand community failure. *Marketing Theory, 15*(2), 155-178.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/OSMTUS8NQM02SVMK9C8B/pdf/10.1177/1742715013515697>

**Explanation:** The authors used discourse analysis along with a social semiotic analysis of signs to study the private fishing ritual of the Cold War era President of Finland, Urho Kekkonen and his political elite.

**Citation:** Kuronen, T., & Virtaharju, J. (2013). The Fishing President: Ritual in constructing leadership

mythology. *Leadership, 11*(2), 186-212.

**Chapter 16**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/840P9PY1DCLLRZLFEIM7FH/pdf/10.1177/0018726711423442>

**Explanation:** This article uses ante-narrative and conversation analysis to examine the discursive devices employed by senior banking executives during public hearings in the United Kingdom about the global financial crisis.

**Citation:** Whittle, A., & Mueller, F. (2011). Bankers in the dock: Moral storytelling in action. *Human*

*Relations, 65*(1), 111-139.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/PU45ZQOUTRFN9ISJANB9WQ/pdf/10.1177/0266242611401796>

**Explanation:** This article looks at the use of narrative analysis in entrepreneurship research.

**Citation:** Larty, J., & Hamilton, E. (2011). Structural approaches to narrative analysis in

entrepreneurship research: Exemplars from two researchers. *International Small Business Journal,*

*29*(3), 220-237.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/RJ8B9URROOKA8VEXE5PQM/pdf/10.1177/1476127016674877>

**Explanation:** The authors apply the idea of narrative to strategy and to the development of strategy in the higher education context. They explore how strategy is formed as an intertextual narrative in a comparative study of higher education in the UK.

**Citation:** Holstein, J., Starkey, K., & Wright, M. (2016). Strategy and narrative in higher education.

*Strategic Organization, 16*(1), 61-91.

**Chapter 17**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/9BL3CKPONOU54CR6YVIJA/pdf/10.1177/1077800407311961>

**Explanation:** Caulley (2008) discusses how qualitative researchers can make their writing more interesting through creative writing techniques.

**Citation:** Caulley, D. N. (2008). Making qualitative research reports less boring: The techniques of

writing creative nonfiction. *Qualitative Inquiry, 14*, 424-449.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/CFGJ0UD7YP20C4MXWE0MM/pdf/10.1177/1470593104045537>

**Explanation:** This article looks at the writing style of Theodore Levitt, who is widely regarded as the Poet Laureate of the marketing academy.

**Citation:** Brown, S. (2004). Theodore Levitt: The Ultimate Writing Machine. *Marketing Theory, 4*(3),

209-238.

**Chapter 18**

**URL:** <https://journals.sagepub.com/stoken/rbtfl/KXOBF5TLV1DBJR4FPH0FT/pdf/10.1177/1094428107303349>

**Explanation:** Pratt discusses the challenges of getting published in top journals.

**Citation:** Pratt, M. G. (2008). Fitting oval pegs into round holes. *Organizational Research Methods,*

*11*(3), 481-509.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/3BOSQ4NHLA9WQY78BQJBAQ/pdf/10.1177/0894486514529209>

**Explanation:** This article discusses the challenges in publishing qualitative research in an academic journal, and suggest some strategies that authors can use to increase their chances of success.

**Citation:** Reay, T. (2014). Publishing Qualitative Research. *Family Business Review, 27*(2), 95-102.

**URL:** <https://journals.sagepub.com/stoken/rbtfl/L5O0FKHU1KOW8K0XTU4DLM/pdf/10.1177/1350508408091008>

**Explanation:** This article takes a critical stance towards the publishing process in academia.

**Citation:** Meriläinen, S., Tienari, J., Thomas, R., & Davies, A. (2008). Hegemonic Academic Practices:

Experiences of Publishing from the Periphery. *Organization, 15*(4), 584-597.