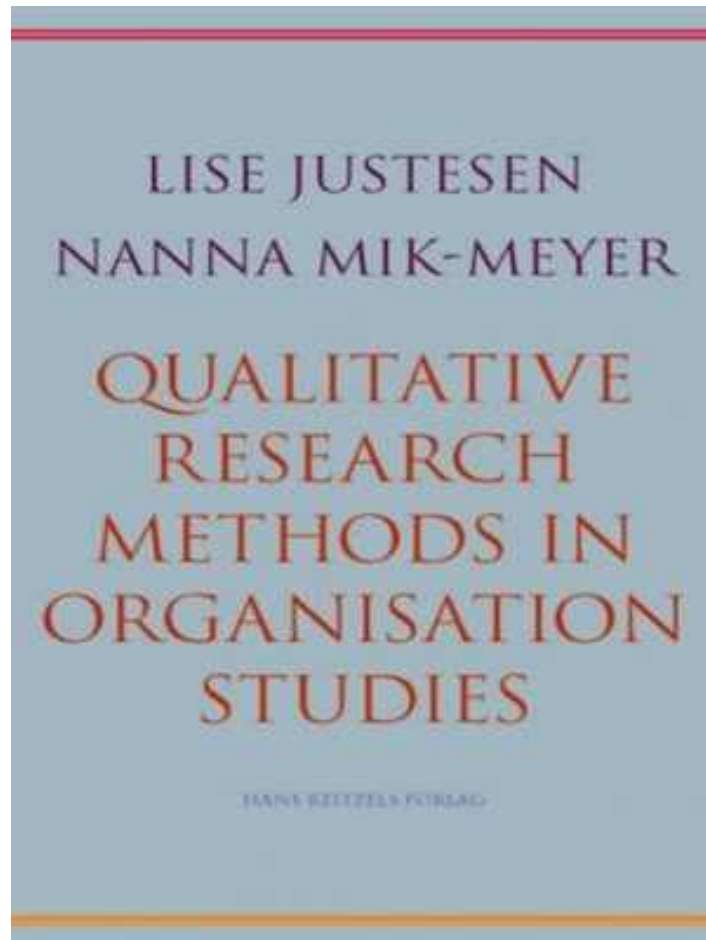


## Qualitative Research Methods PDF

Nanna Mik-Meyer



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Qualitative Research Methods in Organisation Studies is a methodology textbook designed to introduce students and researchers to the four most commonly used qualitative methods in organisation studies: interviews focus groups participant observation document studies The four methods are presented in relation to three theoretical perspectives – realism, phenomenology, and constructivism – that provide the reader with a deeper understanding of qualitative studies. The four methods are also illustrated by real-life examples in key areas of organisation studies, including HRM, marketing, CSR, and performance auditing. At the end of each chapter, Qualitative Research Methods in Organisation Studies features practical exercises that are suitable for discussion in class. Lise Justesen and Nanna Mik-Meyer are associate professors at the Department of Organisation, Copenhagen Business School. Both have published in the area of qualitative methods.

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