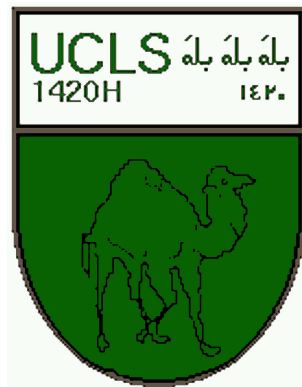


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by

Chuck von manTeuffel (ed.)



Universe Centra Le Sahara (UCLS)

Omar Bakry School of Management

Jabal Acacus Campus, Ghat.

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***** Always Work In Progress *****

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Preface

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Part I

Full Articles

Chapter 1

Remodeling Grounded Theory

Glaser and Holton

The Grounded Theory Review, Vol. 04, No.1, Nov 2004.

Abstract

This paper outlines my concerns with Qualitative Data Analysis' (QDA) numerous remodelings of Grounded Theory (GT) and the subsequent eroding impact. I cite several examples of the erosion and summarize essential elements of classic GT methodology. It is hoped that the article will clarify my concerns with the continuing enthusiasm but misunderstood embrace of GT by QDA methodologists and serve as a preliminary guide to novice researchers who wish to explore the fundamental principles of GT.

Introduction

The difference between the particularistic, routine, normative data we all garner in our everyday lives and scientific data is that a methodology produces the latter. This is what makes it scientific. This may sound trite, but it is just the beginning of many complex issues. Whatever methodology may be chosen to make an ensuing research scientific has many implicit and explicit problems. It implies a certain type of data collection, the pacing, and timing for data collection, a type of analysis, and a specific type of research product.

In the case of qualitative data, the explicit goal is the description. The particular issue articulated in much of the literature regarding qualitative data analysis (QDA) methodology is the data's accuracy, truth, trustworthiness, or objectivity. This worrisome accuracy of the data focuses on its subjectivity, interpretative nature, plausibility, data voice, and constructivism. Achieving accuracy is always problematic with a QDA methodology.

These are a few of the problems of description. Other QDA problems include pacing of data collection, the volume of data, the procedure and rigor of data analysis, generalizability of the unit findings, the framing of the ensuing analysis, and the product. These issues and others are debated at length in the qualitative research literature. The worrisome accuracy of qualitative data description continually concerns qualitative researchers and their audiences. I have addressed these problems at length in "The Grounded Theory Perspective: Conceptualization Contrasted with Description" (Glaser, 2001).

"Today's general textbooks perpetuate the established marketing management epic from the 1960s with the new just added as extras. It is further my contention that marketing education has taken an unfortunate direction and has crossed the fine line

between education and brainwashing. The countdown of a painful—but revitalizing—process of deprogramming has to be initiated.

What do we need in such a situation? A shrink? No, it is less sophisticated than that. All we need is systematic application of common sense, both in academe and in corporations. We need to use our observational capacity in an inductive mode and allow it to receive the true story of life, search for patterns and build theory. Yes, theory. General marketing theory that helps us put events and activities into a context. This is all within the spirit of grounded theory, wide spread in sociology but little understood by marketers. My interpretation of a recent book on the subject by (Glaser, 2001) is as follows: ‘take the elevator from the ground floor of raw substantive data and description to the penthouse of conceptualization and general theory. And do this without paying homage to the legacy of extant theory.’ In doing this, complexity, fuzziness and ambiguity are received with cheers by the researchers and not shunned as unordered and threatening as they are by quantitative researchers. Good theory is useful for scholars and practicing managers alike (Gummesson, 2002, p. 132).”

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Part II

Two

Chapter 1

StarBucks Ipsum

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Part III

Three

Chapter 1

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Part IV

Four

Chapter 1

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Part V
Take Note!

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