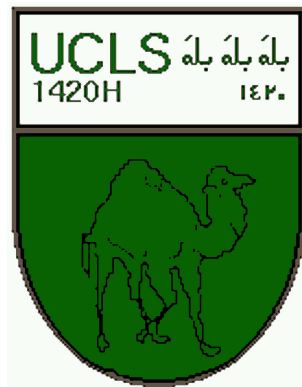


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Rev. 03 - 05-Aug-2021

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

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Preface

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Part I

Full Articles

Chapter 1

Remodeling Grounded Theory

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.

"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 unorderedly 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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- Baker, C., Wuest, J., dan Stern, P. (2010). Method slurring, the phenomenology/grounded theory example. *Journal of Advanced Nursing*, 17:1355–1360.
- Glaser, B. G. (2001). *The Grounded Theory Perspective: Conceptualization Contrasted with Description*. Sociology Press, Mill Valley, Ca.

- Gummesson, E. (2002). Relationship marketing and the new economy: It's time for de-programming. *Journal of Advanced Nursing*, 16(7):585–589.

Part II

Two

Chapter 1

Remodeling Grounded Theory

"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 unorderedly and threatening as they are by quantitative researchers. Good theory is useful for scholars and practicing managers alike (Baker et al., 2010)."

Bibliography

Baker, C., Wuest, J., dan Stern, P. (2010). Method slurring, the phenomenology/grounded theory example. *Journal of Advanced Nursing*, 17:1355–1360.

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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- Baker, C., Wuest, J., dan Stern, P. (2010). Method slurring, the phenomenology/grounded theory example. *Journal of Advanced Nursing*, 17:1355–1360.
- Gummesson, E. (2002). Relationship marketing and the new economy: It's time for de-programming. *Journal of Advanced Nursing*, 16(7):585–589.

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