UNIVERSIDAD DE PUERTO RICO
RECINTO DE RÍO PIEDRAS
FACULTAD DE ADMINISTRACIÓN DE EMPRESAS

Investigación cualitativa: Aplicaciones pertinentes en administración de empresas

Reinaldo Berríos Rivera, Ed. D., CPL
Catedrático Asociado
Facultad de Educación
Departamento de Estudios Graduados
Universidad de Puerto Rico
Recinto de Río Piedras

Río Piedras, Puerto Rico
22, 26, 27 y 28 de mayo

Bibliografía parcial

Adjei, S. B. (2013). Discourse analysis: Examining language use in context. *The Qualitative Report, 18*(Art. 50), 1-10. Recuperado de http://www.nova.edu/ssss/QR/QR18/adejei50.pdf

Aldrige, J. (2014). Working with vulnerable groups in social research. Dilemmas by default and design. *Qualitative Research, 14*(1), 112-130. doi: 10.1177/1468794112455041

Allen, K. P. (2014). Tweeting, texting, and Facebook postings: Stirring the pot with social media to make drama-case study and participant observation. *The Qualitative Report, 19*(4), 1-24. Recuperado de http://www.nova.edu/ssss/QR/QR19/allen4.pdf

Aubert, A., Melgar, P., & Valls, R. (2011). Communicative daily life stories and focus groups: Proposals for overcoming gender violence among teenagers. *Qualitative Inquiry, 17*(3), 295-303. doi: 10.1177/1077800410397808

Bernard, H. R., & Ryan, G. W. (2010). *Analyzing qualitative data: Systematic approaches*. Thousand Oaks, CA: Sage.

Berríos Rivera, R., Rivero Vergne, A., & Romero García, I. (2008). The pediatric cancer hospitalization experience: Reality co-constructed. *Journal of Pediatric Oncology Nursing, 25*(6), 340-353.

Birkinshaw, J., Brannen, M. Y., & Tung, R. L. (2011). From a distance and generalizable to up close and grounded: Reclaiming a place for qualitative methods in international business research. *Journal of International Business Studies, 42*, 573-581. Recuperado de http://www.jibs.net

Bold, C. (2012). *Using narrative in research*. Los Angeles, CA: Sage.

Caro González, F. J., & Díez de Castro, E. P. (2005). Investigación cualitativa asistida por ordenador en economía de empresas. *Investigaciones Europeas de Dirección y Economía de la Empresa, 11*(2), 45-58.

Carrigan, M., & Szmigin, I. (2006). "Mother of invention": Maternal empowerment and convenience consumption. *European Journal of Marketing, 40*(9/10), 1122-1142.

Cassell, C., Symon, G., Buehring, A., & Johnson, P. (2006). The role and status of qualitative methods in management research: An empirical account. *Management Decision, 44*(2), 290-303. doi: 10.1108/00251740610650256

Corbin, J., & Strauss, A. (1990). Grounded theory research: Procedures, canons, and evaluative criteria. *Qualitative Sociology, 13*(1), 3-21.

Creswell, J. W. (2013). *Qualitative inquiry & research design: Choosing among five approaches* (3rd ed.). Thousand Oaks, CA: Sage.

Cushen, J. (2009). Branding employees. *Qualitative Research in Accounting and Management, 6*(1/2), 102-114.

Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). *The SAGE handbook of qualitative research* (4th ed.). Los Angeles, CA: Sage.

Dixon, M. A., & Dougherty, D. S. (2010). Managing the multiple meanings of organizational culture in interdisciplinary collaboration and consulting. *Journal of Business Communication, 47*(1), 3-19.

Draucker, C. B., Al-Khattab, H., Hines, D. D., Mazurczyk, J., Rusell, A. C., Stephenson, P. S., & Draucker, S. (2014). Racial and ethnic diversity in grounded theory research. *The Qualitative Report, 19*(34), 1-20. Recuperado de http://www.nova.edu/ssss/QR/QR19/draucker34.pdf

Elharidy, A. M., Nicholson, B., & Scapens, R. W. (2008). Using grounded theory in interpretative management accounting research. *Qualitative Research in Accounting & Management, 5*(2), 139-155.

Elliot, R., & Jankel-Elliot, N. (2003). Using ethnography in strategic consumer research. *Qualitative Market Research: An International Journal, 6*(4), 215-223.

Ereaut, G. (2002). *Analysis and interpretation in qualitative market research*. London: Sage.

Eriksson, P., & Kovalainen, A. (2008). *Qualitative methods in business research*. Los Angeles, CA: Sage.

Euguix, B. (2014). Negotiating the field: Rethinking ethnographic authority, experience, and the frontiers of research. *Qualitative Research, 14*(1), 79-94. doi: 10.1177/1468794112465635

Fletcher, A. J., & Marchildon, G. P. (2014). Using the Delphi method for qualitative, participatory action research in health leadership. *International Journal of Qualitative Methods, 13*, 1-18.

Flick, U. (2014). *Introduction to qualitative research* (5th ed.) London: Sage.

Gibson, J. W. (2010). A winning combination for business researchers: A review of qualitative methods in business research. *The Qualitative Report, 15*(4), 1012-1015. Recuperado de http://www.nova.edu/ssss/QR/QR15-4/ericksson.pdf

Glaser, B. G., & Strauss, A. L. (1967). *The discovery of grounded theory: Strategies for qualitative research*. Chicago, IL: Aldine.

Grant, D., Keenoy, T., & Oswick, C. (2001). Organizational discourse. *International Studies of Management and Organization, 31*(3), 5-24.

Grbich, C. (2013). *Qualitative data analysis: An introduction* (2nd ed.). London: Sage.

Greckhamer, T., & Cilesiz, S. (2014). Rigor, transparency, evidence, and representation in discourse analysis: Challenges and recommendations. *International Journal of Qualitative Methods, 13*, 422-443.

Green, S. Fernández-Aráoz, C., & Vaina, R. (2010). The flight of the boomerang employee should go back to your old company? *Harvard Business Review, 88*(4), 115-118.

Gubrium, J. F., Holstein, J. A., Maravasti, A. B., & McKinney, K. D. (2012). *The SAGE handbook of interview research: The complexity of the craft* (2nd ed.). Thousand Oaks, CA: Sage.

Gummesson, E. (2000). *Qualitative methods in management research* (2nd ed.). Thousand Oaks, CA: Sage.

Hammersley, M., & Traianou, A. (2012). *Ethics in qualitative research: Controversies and contexts*. London: Sage.

Hammersley, M., & Traianou, A. (2014). Foucault and research ethics: On the autonomy of the research. *Qualitative Inquiry, 20*(3), 227-238. doi: 10.1177/1077800413489528

Hanson, W. R., & Moore, J. R. (2014). Business student moral influencers: Unseen opportunities for development? *Academy of Management Learning & Education, 13*(4), 525-546. Recuperado de http://dx.doi.org/10-5465/amle.2012.0325

Jandagh, G., & Zarei Matin, H. (2010). Application of qualitative research in management. *Iranian Journal of Management Studies, 3*(3), 59-74.

Kangasharju, H., & Nikko, T. (2009). Emotions in organizations: Joint laughter in workplace meeting. *Journal of Business Communication, 46*(1), 100-119.

Keegan, S. (2008). *Re-defining qualitative research within a business context, emergent inquiry: Integrating research and business strategy*. Germany: VDM Müller.

Keulen, S., & Kroeze, R. (2012). Back to business: A next step in the field of oral history- The usefulness of oral history for leadership and organizational research. *The Oral History Review, 39*(1), 15-36. doi: 10.1093/ohr/ohs044

Krueger, R. A., & Casey, M. A. (2015). *Focus groups: A practical guide for applied research* (5th ed.). Los Angeles, CA: Sage.

Kvale, S., & Brinkmann, S. (2009). *InterViews: Learning the craft of qualitative research interviewing* (2nd ed.). Thousand Oaks, CA: Sage.

Landrum, N. E. (2008). A narrative analysis revealing strategic intent and posture. *Qualitative Research in Organizations and Management: An International Journal, 3*(2), 127-145.

Lauring, J., & Selmer, J. (2010). The supportive expatriate spouse: An ethnography study of spouse involvement in expatriate careers. *International Business Review, 19*(1), 59-69.

Lee, B., Collier, P. M., & Cullen, J. (2007). Reflections on the use of case studies in accounting, management and organizational disciplines. *Qualitative Research in Organizations and Management: An International Journal, 2*(3), 169-178.

Lee, J. C., & Myers, M. D. (2004). Dominant actors, political agendas, and strategic shifts over time: A critical ethnography of an enterprise systems implementation. *The Journal of Strategic Information Systems, 13*(4), 355-374.

Liamputtong, P. (2011). *Focus group methodology: Principles and practice*. London: Sage.

Llewellyn, S. (2007). Case studies and differentiated realities. *Qualitative Research in Accounting & Management, 4*(1), 53-68.

Lopez, K. A., & Willis, D. G. (2004). Descriptive versus interpretive phenomenology: Their contributions to nursing knowledge. *Qualitative Health Research, 14*(5), 726-735.

Lucca Irizarry, N., & Berríos Rivera, R. (2009). *Investigación cualitativa: Fundamentos, diseños y estrategias*. Cataño, PR: Ediciones SM.

Lucca Irizarry, N., & Berríos Rivera, R. (2013). *Investigación cualitativa: Una perspectiva transdisciplinaria*. Cataño, PR: Ediciones SM.

Martínez, P., Pérez, A., & Rodríguez del Bosque, I. (2014). Exploring the role of CRS in the organizational identity of hospitality companies: A case from the Spanish tourism industry. *J Bus Ethics, 124*, 47-66. doi: 10.1007/s10551-013-1857-1

Marschan-Piekarri, R., & Welch, C. (2004). *Handbook of qualitative research methods for international business*. Chelthehan, UK: Edward Elgar.

Maxwell, J. A. (2013). *Qualitative research design: An interactive approach* (3rd ed.). Thousand Oaks, CA: Sage.

Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative data analysis: A methods sourcebook* (3rd ed.). Thousand Oaks, CA: Sage.

Morgan, D. L. (1997). *Focus groups as a qualitative research*. Thousand Oaks, CA: Sage.

Myers, M. L. (2009). *Qualitative research in business & management*. Los Angeles, CA: Sage.

Myers, M. D., & Lumbers, M. (2008). Understanding older shoppers: A phenomenological, investigation. *The Journal of Consumer Marketing, 25*(5), 294-301.

Nohria, N., Tsang, K., Javidan, M., & Campy, J. (2009). From regional star to global leader. *Harvard Business Review, 87*(1), 33-39.

O'Dell, L., Crafter, S., de Abreu, G., & Cline, T. (2012). The problem of interpretation in vignette methodology in research with young people. *Qualitative Research, 12*(6), 702-714. doi: 10.1177/1468794112439003

Patton, M. Q. (2015). *Qualitative evaluation and research methods* (4th ed.). Thousand Oaks, CA: Sage.

Perren, L., & Ram, M. (2004). Case-study method in small business and entrepreneurial-research: Mapping boundaries and perspectives. *International Small Business Journal, 22*(1), 83-101.

Piché, J., Gaucher, B., & Walby, K. (2014). Facilitating prisoner ethnography: An alternative approach to "doing prison research differently." *Qualitative Inquiry, 20*(4), 449-460. doi: 10.1177/1077800413516270

Raftopoulou, E., & Hogg, M. K. (2010). The political role of government – sponsored social marketing campaigns. *European Journal of Marketing, 44*(7/8), 1206-1227.

Rivero Vergne, A. (Ed.). (2014). *La ciencia y el arte de entrevistar: Conceptos, estrategias, investigaciones y aplicaciones prácticas* (2da ed.). Hato Rey, PR: Publicaciones Puertorriqueñas.

Rivero Vergne, A., Berríos Rivera, R., & Romero García, I. (Eds.). (2015). *La aportación de la investigación cualitativa al campo de la salud.* Hato Rey, PR: Publicaciones Puertorriqueñas.

Roberts, B. (2002). *Biographical research*. Philadelphia, PA: Open University Press.

Rosen, M. (2000). *Turning words, spinning worlds: Chapters in organizational ethnography*. London: Routledge.

Rossman, G. B., & Rallis, S. F. (2012). *Learning in the field: An introduction to qualitative research* (3rd ed.). Los Angeles, CA: Sage.

Roulston, K. (2014). Interactional problems in research interviews. *Qualitative Research, 14*(3), 277-293. doi: 10.1177/1468794112473497

Rubin, H. J., & Rubin, I. S. (2012). *Qualitative interviewing: The art of hearing data* (3rd ed.) London: Sage.

Seidman, I. (2013). *Interviewing as qualitative research: A guide for researchers in education & the social sciences*. NY: Teachers College Press.

Silverman, D. (2011). *Qualitative research: Theory, method and practice* (3rd ed.). Los Angeles, CA: Sage.

Skålén, P. (2010). A discourse analytical approach to qualitative marketing research. *Qualitative Market Research: An International Journal, 13*(2), 103-109.

Skiba, J. M., & Disch, W. B. (2014). A phenomenological study of the barriers and challenges facing insurance fraud investigators. *Journal of Insurance Regulation, 33*(4), 87-114.

Stake, R. E. (2006). *Multiple case analysis*. NY: The Guilford Press.

Stake, R. E. (2010). *Qualitative research: Studying how things work*. NY: The Guilford Press.

Stavros, C., & Westberg, K. (2009). Using triangulation and multiple case studies to advance relationship marketing theory. *Qualitative Market Research: An International Journal, 12*(3), 307-320.

Strauss, A., & Corbin, J. (1990). *Basics of qualitative research: Grounded theory procedures and techniques.* Newbury Park, CA: Sage.

Strauss, A., & Corbin, J. (1998). *Basics of qualitative research: Techniques and procedures for developing grounded theory.* Thousand Oaks, CA: Sage.

Von Alberti-Alhtaybat, L., & Al-Htaybat, K. (2010). Qualitative accounting research: An account to Glaser's grounded theory. *Qualitative Research in Accounting & Management, 7*(2), 208-226.

Warren, C. A. B., & Karner, T. X. (2010). *Discovering qualitative methods: Field research, interviews, and analysis* (2nd ed.). Los Angeles, CA: Oxford University Press.

Whiteman, G., Müller, T., & Johnson, J. M. (2009). Strong emotions at work. *Qualitative Research in Organizations and Management: An International Journal, 4*(1), 46-61.

Wolcott, H. F. (1994). *Transforming qualitative data: Description, analysis, and interpretation.* Thousand Oaks, CA: Sage.

Wolcott, H. F. (2009). *Writing up qualitative research* (3rd ed.). Los Angeles, CA: Sage.

Yap, Q. S., & Webber, J. K. (2015). Developing corporate culture in a training department: A qualitative case study of internal and outsourced staff. *Review of Business and Finance Studies, 6*(1), 43-56.

Yin, R. K. (1994). *Case study research: Design and methods* (2nd ed.). Thousand Oaks, CA: Sage.

Yin, R. K. (Ed.). (2004). *The case study anthology*. Thousand Oaks, CA: Sage.

Yin, R. K. (2011). *Qualitative research from start to finish*. NY: The Guilford Press.

Yin, R. K. (2012). *Applications of case study research* (3rd ed.). Thousand Oaks, CA: Sage.

Yin, R. K. (2014). *Case study research: Design and methods* (5th ed.). Los Angeles, CA: Sage.