

1. Record Nr.	UNINA9910461010103321
Titolo	Baltic journal of management : qualitative research: opportunities for researchers in the Baltic region // guest editors, professor Catherine Cassell and professor Gillian Symon
Pubbl/distr/stampa	[Bradford, England] : , : Emerald, , [2015] ©[2015]
ISBN	1-78560-123-7
Descrizione fisica	1 online resource (127 p.)
Collana	Baltic Journal of Management, , 1746-5265 ; ; Volume 10, Number 2
Disciplina	338.40943
Soggetti	Service industries - Baltic States Management - Baltic States Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"BMDA"--Cover.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Cover; Editorial advisoryboard; Guest editorial; Enabling innovation and creativity in market-oriented firms; Head nurses' decision-making when managing ethical dilemmas; Online ethnography: a study of software developers and software development; On the use of rhetoric in promoting enterprise resource planning systems; Time-based modifications to process theory illustrations through a corporate rebranding case study; A content and comparative analysis of strategic management research in the Baltic area
Sommario/riassunto	This e-book is dedicated to looking at qualitative research methods in the Baltic region. This area has experienced rapid economic and political change and qualitative research methods can create original and perceptive methods and frameworks for addressing these challenges.