

1. Record Nr.	UNINA9910786782003321
Titolo	New qualitative research methodologies in management // guest editor, Simone Guercini
Pubbl/distr/stampa	[Bradford, England] : , : Emerald, , 2014 ©2014
ISBN	1-78350-260-6
Descrizione fisica	1 online resource (153 p.)
Collana	Management Decision, , 0025-1747 ; ; Volume 52, Number 4
Disciplina	300.72
Soggetti	Social sciences - Research Research - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Cover; Editorial advisory board; New qualitative research methodologies in management; Crowdsourcing content analysis for managerial research; Netnography approach as a tool for marketing research: the case of Dash-P&G/TTV; Uncovering customer service experiences with Twitter: the case of airline industry; An interdisciplinary method for brand association research; Hybrid analysis of textual data; Gift-giving, sharing and commodity exchange at Bookcrossing.com: new insights from a qualitative analysis; Combining qualitative methods in practice To explore new avenues:experiential testimonio research
Sommario/riassunto	Ongoing changes in technological context and society overall continually pose new methodological challenges for managerial research. However, facing such challenges can be aided by the very technological and societal developments that have brought them about, as they offer new tools and possible approaches. Clearly, any new approach must undergo a process of refinement and standardization in order to become a concrete solution. This is precisely the aim underlying the conception, proposal and final making of this e-book: to contribute to clarifying, formalizing, and eventually standardizing ne