Record Nr. UNINA9910815641903321 Baltic journal of management : qualitative research: opportunities for **Titolo** researchers in the Baltic region // guest editors, professor Catherine Cassell and professor Gillian Symon [Bradford, England]:,: Emerald,, [2015] Pubbl/distr/stampa ©[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 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia "BMDA"--Cover. Note generali 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.