

**Disciplina:**

ADM2838 - Métodos Qualitativos II

**Ementa:**

Descrição detalhada do método. Vantagens e limitações do método. Aplicações do método em seu tema específico (exemplos de literatura).

**Bibliografia:**

Básica: -FRANCO, M.L. Análise de conteúdo. Brasília, Liber Livro, 2008. -GILLEN, J.; PETERSEN, A. Discourse analysis. In: Somekh, B.; Lewin, C. Research Methods in the Social Sciences. London: Sage, 2005, Cap.17. -TAROZZI, M. O que é a Grounded Theory? Petrópolis, Vozes, 2011. -PAAVILAINEN-MÄNTYMÄKI, E. & AARIKKA-STENROOS, L. Narratives as longitudinal and process data. In: Hassett, M. & Paavilainen-Mäntymäki, E. (Eds.) Handbook of Longitudinal Research Methods in Organization and Business Studies. Cheltenham, U.K. Edward Elgar, 2013 (p.138-160). -SHACKLOCK, G.; THORP, L. Life history and narrative approaches. In: Somekh, B.; Lewin, C. Research Methods in the Social Sciences. London: Sage, 2005, Cap.17. -PRIOR, L. Researching documents: emerging methods. In: Hesse-Biber, S.N.; Leavy, P. Handbook of Emergent Methods. New York, The Guilford Press, 2008, capítulo 5 -ALTHEIDE et al. Emergent qualitative document analysis. In: Hesse-Biber, S.N.; Leavy, P. Handbook of Emergent Methods. New York, The Guilford Press, 2008, capítulo 6 -KNOKE, D.; YANG, S. Social Network Analysis. Thousand Oaks, Sage, 2008. -AZORIN, J.M.; CAMERON, R. The application of mixed methods in organizational research: a literature review. Electronic Journal of Business Research Methods, 8(2), 95 – 105. -LEWIS, M.; GRIMMES, A.J. Metatriangulation: building theory from multiple paradigms. Academy of Management Review, 24(4):672-690, 1999. Bibliografia complementar: -BARDIN, L. A codificação. Análise de conteúdo. São Paulo, Edições 70, 3ª. Parte, capítulo II -BARDIN, L. A categorização. Análise de conteúdo. São Paulo, Edições 70, 3ª. Parte, capítulo III -MAXWELL, J.A.; MILLER, B.A. Categorizing and connecting strategies in qualitative data analysis. In: Hesse-Biber, S.N.; Leavy, P. Handbook of Emergent Methods. New York, The Guilford Press, 2008, capítulo 2 -VAARA, E.; TIENARI, J. Critical discourse analysis as a methodology for international business research. In: Handbook of Qualitative Research Methods in International Business. Cheltenham, UK: Edward Elgar, 2004, cap.17.) -SUDDABY, R. What grounded theory is not. Academy of Management Journal, 49(4) :633–642. 2006 DUNNE, C. The place of the literature review on grounded theory. Intl Journal of Social Research Meth., 14(2):111-124, 2011 -ISABELLA, L. Evolving interpretations as change unfolds: how managers construe key organizational events. Academy of Management Journal, 33 (1) :7-41, 1990. -HALLIER, J.; FORBES, T. In search of theory development in grounded investigations: doctors' experiences of managing as an example of fitted and prospective theorizing. Journal of Management Studies, 41(8):1379-1409, 2004. -DAWSON, P. The use of time in the design, conduct and write-up of longitudinal processual case study research. In: Hassett, M. & Paavilainen-Mäntymäki, E. (Eds.) Handbook of Longitudinal Research Methods in Organization and Business Studies. Cheltenham, U.K. Edward Elgar, 2013 (p.249-268). -KOZINETS, R.V. The field behind the screen: Using netnography for marketing research in online communities. Journal of Marketing Research, 39(1) :61-72, 2002. -KOZINETS, R.V. Click to connect: netnography and tribal advertising. Journal of Advertising Research, 46(3) :279-288, 2006. -KOLL, O.; VON WALLPACH, S.; KREUZER, M. Multi-method research on consumer brand associations: comparing free associations, storytelling, and collages. Psychology & Marketing, 27 (6) :584-602, 2010. -BLOOR et al. Useful but no Oracle: reflections on the use of a Delphi Group. Qualitative Research. 15(1), 57-70, 2015.