

FACULTY RESEARCH

THURSDAY 17th March 2016, 1-2pm, Room 5.02,
Business School

An Introduction to the Modified Grounded Theory Approach From a Japanese Experience

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Abstract:

The Modified Grounded Theory Approach (M-GTA) was first developed by the author to enhance and to develop further the work of its originators Glaser & Straus (1967). This presentation will cover the background and context of this development too where M-GTA has become a tool in assisting researchers in a wide variety of fields in Japan today. In particular, this presentation will look at key terms in M-/GTA-Researcher-At-Work (RAW), Analytically-Focused Person (AFP), Analytical Worksheet, and Analytical Theme.

Bio: