



PROGRAMA ANALITICĂ
Qualitative Research Methods in Business and Accounting
(Metode de cercetare calitativa in business si contabilitate)

An univ. 2024-2025

Tutor: prof. Adriana Tiron-Tudor

Objective:

To lead the participants through the entire process of qualitative research from beginning to end - moving through design, sampling, data collection, and analysis and reporting.

Content:

1. The Foundations of Qualitative Research
2. The Applications of Qualitative Methods to Social Research
3. Design Issues
4. Ethics of Qualitative Research
5. Designing and Selecting Samples
6. Designing Fieldwork
7. In-depth Interviews
8. Focus Groups
9. Observation
10. Analysis: Principles and Processes
11. Traditions and approaches
12. Analysis in practice
13. Generalizability
14. Writing up qualitative Research

References:

1. Ritchie et al.(2013) Qualitative Research Practice A Guide for Social Science Students and Researchers, second edition, Sage Publishing House.
2. Braun &Clarke (2013) Successful Qualitative Research: A Practical Guide for Beginners, Sage Publishing House.
3. Seale et al. (2004) Qualitative Research Practice, Sage Publishing House.

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