



PROGRAMA ANALITICA

Qualitative Research Methods in Business Studies

Academic Year: 2026-2027

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, analysis and reporting.

Contents

1. The Foundations of Qualitative Research (The Applications of Qualitative Methods to Social Research, Ethics of Qualitative Research, Research Design, Philosophical perspective, Ethics)
2. Qualitative Research Methods (Action research, Case study research, Ethnographic Research, Grounded theory)
3. Data Collection Techniques (Interviews, Participant observation and fieldwork, Using documents)
4. Analyzing Qualitative Data (Content Analyse, Software Techniques for qualitative analyse)
5. Writing and publishing qualitative Research (communicating the findings, planning the publication)

References:

- Sordi (2024) Qualitative Research Methods In Business :Techniques for Data Collection and Analysis, Springer
- Tisdell, Merriam, Stuckey-Peyrot, (2025) Qualitative Research: A Guide to Design and Implementation, Wiley
- Cassell, C, Cunliffe AS.L, Grandy G (2018) The SAGE Handbook of Qualitative Business and Management Research Methods, Sage Publishing House.
- Braun &Clarke (2013) Successful Qualitative Research: A Practical Guide for Beginners, Sage Publishing House.
- Seale et al. (2004) Qualitative Research Practice, Sage Publishing House.

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