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Michael D. Myers is Professor of Information Systems and Head of the Department of Information Systems and Operations Management at the University of Auckland Business School, Auckland, New Zealand. He has won numerous awards including Best Paper award for the most outstanding paper published in MIS Quarterly in 1999. He served as President of ...

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According to Myers (2013) recognizing the factors to influence in the decision making process as research in qualitative approach. It is crucial to explain the situation and make understanding why...

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Myers has done an outstanding job in concisely presenting the why, what and how of qualitative research. While acknowledging his own bias and viewpoint, Myers does clearly present the other side. I have read this book a couple of times, and highly recommend the broad as well as deep coverage on the vast array of options available to any ...

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Professor Myers currently serves as Editor of European Journal of Information Systems and Editor of the AISWorld Section on Qualitative Research. He has previously served as a Senior Editor of MIS Quarterly .

Qualitative Research in Management: A Decade of Progress

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Michael D. Myers ©SAGE Los Angeles • London • New Delhi • Singapore • Washington DC. CONTENTS Preface x Acknowledgements xii PART I INTRODUCTION 1 1 How to Use this Book 3 2 Overview of Qualitative Research 5 Why do Qualitative Research? 5 What is Research? 6 Quantitative and Qualitative Research Compared 8 Triangulation 10 Research in ...

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Professor Myers currently serves as Senior Editor of Information & Organization, as Senior Editor of Pacific Asia Journal of the AIS, and as Editor of the AISWorld Section on Qualitative Research. He previously served as Senior Editor of MIS Quarterly from 2001-2005, as Senior Editor of Information Systems Research from 2008-2010, and as Associate Editor of Information Systems Journal from 1995-2000.

Professor Michael Myers - The University of Auckland

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Qualitative Research in Business & Management

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