

Qualitative Research in Management: Methods and Experiences

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From Sage Publications Pvt. Ltd : Qualitative Research in Management: Methods and Experiences before purchasing it in order to gage whether or not it would be worth my time, and all praised Qualitative Research in Management: Methods and Experiences:

This book is the first of its kind on qualitative research in management in the Indian context. It covers the philosophy and practice of qualitative research, and presents the journeys of 10 management scholars who describe their

experiences of doing qualitative research while explaining their choice of varied methods. Both aspiring and experienced management researchers will find it an invaluable resource.

‘Qualitative research has great possibility to connect research and practice. I, therefore, recommend this book to all serious researchers who want to make a difference’. (Dr. Anil Khandelwal) ‘A much required adventure in qualitative research – enriched with coverage of fundamentals and deep insights from accomplished researchers – a must read for serious students of management’. (Mithileshwar Jha) This book is an outstanding first of its kind contribution to the methodology for doing social science research in India. It is a pioneer venture because it grows out of lived experience of a number of scholars who employed the narrative technique to present a comprehensive and yet easy to attempt ways of exploring and explaining complicated Indian realities. I think it is a must for all the newcomers to research in social sciences and will be refreshing for those who are seasoned in the old mode of viewing Indian reality. (Jai B. P. Sinha) Qualitative research is a challenging field for even the most experienced researcher. It’s best mastered by doing it and best taught by those who have really done it and have experienced the highs and lows. While there are many books on qualitative research, this book stands out by the depth of experiences, diversity of approaches and the emotions of individual researchers. The decision to anchor in our national context and discussing it through the lived in, personal experiences of actual researchers is laudable. The book definitely helps the novice and experienced researchers to confidently undertake the exciting journey into the world of qualitative research. (Biju Varkkey) This book describes the experiences of scholars in doing qualitative research in India. For a predominantly quantitative researcher like me, this book opened up exciting new vistas in qualitative research. I enjoyed reading this book because it not only describes the various types of qualitative research methodologies, but it does so in an extremely engaging manner through providing first-hand experiences of scholars. This book is a must-read for all aspiring management researchers. (Zubin Mulla) The effort of Professor Rajen K. Gupta and Dr Richa Awasthy to bring out a compilation of articles in the form of a book on qualitative research is really a praiseworthy effort. In the world of management research, where qualitative research is neglected and often misunderstood as something that lacks rigour, this maiden attempt of bringing out a book on various qualitative research methodologies is a good idea to rejuvenate the focus on a rather difficult domain of research. The nicely crafted chapters provide enough pointers to the budding qualitative researchers who can explore the suitability of various types of qualitative research methodologies right from phenomenology to mixed methods research. I recommend it as a first book on qualitative research to the young professors and PhD students who can get a fairly decent idea of various qualitative research methodologies, written in a user-friendly format. (Shiv S. Tripathi) There has been a dearth of ‘high impact’ management research, especially in India, and to me the major reason for this was absence of as well as the expertise of proper research tools. This book is one of the first attempts to fill this gap. Kudos to the book’s editors! (K. B. C. Saxena) ‘Qualitative research has great possibility to connect research and practice. I, therefore, recommend this book to all serious researchers who want to make a difference’. 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About the Author Rajen K. Gupta has a first degree in Electrical Engineering from IIT Kanpur and is a Fellow of the Indian Institute of Management (IIM), Ahmedabad. He used action research and quasi-ethnography approach for his doctoral dissertation. He has worked in the State Bank of India and Jyoti Ltd before moving to IIM Lucknow as a faculty member. Currently, he is Senior Professor at the Management Development Institute (MDI), Gurgaon. He teaches qualitative research paper in doctoral programme and has been guiding students in using qualitative research for over 15 years. He is an active researcher. The main domains of consulting are human resource development (HRD) and organization design and development. Professor Gupta is a member of the international editorial board of the International Journal of Cross Cultural Management (SAGE, London), International Journal of Indian Culture and Business Management (IJICBM) and is associated with the Journal of Research Practice from its beginning. He is a founding member of the National HRD Network and a professional member of Indian Society for Applied Behavioural Science (ISABS). He has written/edited four books and over 100 research papers in national and international journals.

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