

101-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	質性研究方法	Serial No. / ID	2275 / MDR5124
Dept.	管理學院博士班	School System / Class	研究所博士班2年1班
Lecturer	蕭景楷	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)789 / B001	Language	Chinese

Introduction

The objective of the course is to create and improve the capability of qualitative research to our doctoral students. Under the professor's guidance the students will be inducted to enter the real arena of research domain and get ready to become players on the international academic research stage. Due to the curriculum plan that has assigned only one semester to this course, with such limited time schedule, all learners must be prepared both mentally and academically to face rigorous and intensive class training.

- Outline**
1. Research Design and Literature Review-Creswell Ch.1
 2. Use of Theory and Writing Strategies-Creswell Ch.3
 3. Introduction Sections-Creswell Ch.5,6
 4. Byron, K. (2008). Carrying too Heavy A Load? The Communication and Miscommunication of Emotion by Email. *Academy of Management Review*, 33(2), 309-327.
 5. Nature of Qualitative Research-Neuman, pp.13-15、 pp.18-20
 6. Dimension of Qualitative Research-Neuman, pp.46-47、 pp.87-104、 Cayla, J. & Eckhardt, G.M. (2008). Asian Brands and the Shaping of a Transnational Imagined Community. *Journal of consumer research*, 35, 216-230.
 7. Field Research-Neuman, Ch.13(Field Research)
 8. Qualitative Data Collection-Neuman, Ch.14, pp.418-456、 Gold, M. & Schwimbersky, S. (2008). The European Company Statute: Implications for Industrial Relations in the European Union. *European Journal of industrial relations*, 14(1), 46-64.
 9. Qualitative Data Collection-Neuman, Ch.14
 10. Analysis of Qualitative Data-Neuman, Ch.15
 11. Analysis of Qualitative Data-Neuman, Ch.15、 Moses, M.S. & Saenz, L.P. (2008). Hijacking Education Policy Decisions: Ballot Initiatives and the Case of Affirmative Action. *Harvard educational review*, 78(2), 289-310.
 12. Writing Qualitative Research Report-Neuman, Ch.16、 Johnson-Bailey, J. & Cervero, R.M. (2008). Different Worlds and Divergent Paths: Academic Careers Defined by Race and Gender. *Harvard educational review*, 78(2), 311-332.
 13. Havitz, M. E. (2007). A Host, a Guest, and our Lifetime Relationship: Another Hour with Grandma Havitz. *Leisure Sciences*, 29, 131-141.、 Haytko, D. L. & Baker, J. (2004). It's all at the mall: exploring adolescent girls' experiences. *Journal of Retailing*
 14. Ullrich, J. & Wieseke, J. & Dick, R. V. (2005). Continuity and Change in Mergers and Acquisitions: A Social Identity Case Study of a German Industrial Merger. *Journal of Management Studies*, 42(8), 1549-1569.

15. Combs, J. G. & Michael, S. C. & Castrogiovanni, G. J. (2004). Franchising: A Review and Avenues to Greater Theoretical Diversity. *Journal of Management*, 30(6), 907-931.
16. Valcour, P. M. (2002). Managerial behavior in a multiplex role system. *Human Relations*, 55(10), 1163-1188.
17. Exam.

Prerequisite

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