



ONLINE Ljubljana Doctoral Summer School 2023

17 – 21 July 2023

9:00 – 13:00 (CEST, Ljubljana)

Course title:

Constructing Grounded Theory: A Practical Workshop

ECTS credits: 4

Lecturer: BOZIC Branko, NEOMA Business School, France

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Aims of the course:

A grounded theory is a popular methodology for theorizing from data. Unfortunately, it is frequently misunderstood and thus difficult to apply. The purpose of this course is to present the definitive guidelines for doing grounded theory and to allow participants to practice inductive theory development. The course is accessible and practical and introduces cutting-edge examples and valuable tips.

Course syllabus:

The course:

- Explores philosophical assumptions underpinning grounded theory research.
- Demonstrates how to use substantive and theoretical coding.
- Explains the logic and practice of theoretical sampling.
- Explains the role of memos and clarifies why they represent the backbone of grounded theory analysis.
- Shows how to integrate theoretical categories.
- Discusses the role of extant literature in the grounded theory project.
- Considers various grounded theory evaluation criteria.
- Provides the opportunity to work on your data sets.
- Troubleshoot your grounded theory project.
- Enables peer learning and discussions in small groups.

Tentative schedule:

Session 1

The session introduces the grounded theory method. It focuses on philosophical considerations concerning all grounded theory research, its implications for grounded theory analysis, and presents the main grounded theory guidelines.

Before coming to session 1, participants should familiarize themselves with grounded theory methodology by reading Suddaby (2006) and Locke (2001) part I – see the reading list below.



Session 2

This session covers the theory and practice of grounded theory coding in general and open coding in particular. It also introduces and explains the concept of constant comparison integral to the grounded theory method.

Before coming to session 2, participants should select and read two exemplary research papers (see reference list below).

Session 3

Building on session 2, session 3 covers the rest of the analytical procedures, including selective and theoretical coding, theoretical sampling, memoing, and theoretical sorting.

Before coming to session 3, participants should select and read two exemplary research papers (see reference list below).

Session 4

This session is dedicated exclusively to practicing grounded theory building. The session builds on previous sessions.

If available (relevant), participants should bring to class their qualitative data (e.g., interview transcripts). If not available, the coding material will be provided during the session. If you want, please bring your laptop.

Session 5

This final session focuses on the role of extant literature in grounded theory methodology, introduces evaluation criteria, and provides guidelines and best practices in writing and publishing grounded theory research in leading academic publications.

Before coming to session 5, participants should read the following research papers:

- Vann-Ward, T., Morse, J. M., & Charmaz, K. (2017). Preserving self: Theorizing the social and psychological processes of living with Parkinson disease. *Qualitative Health Research*, 27(7), 964-982.
- Corley, K. G., & Gioia, D. A. (2004). Identity ambiguity and change in the wake of a corporate spin-off. *Administrative Science Quarterly*, 49(2), 173-208.
- Božič, B., Siebert, S., & Martin, G. (2020). A grounded theory study of factors and conditions associated with customer trust recovery in a retailer. *Journal of Business Research*, 109, 440-448.

List of readings:

Widely available seminal books on grounded theory (classic grounded theory/constructivist grounded theory):

- Glaser, B. G., & Strauss, A. L. (1967, 2017). *The discovery of grounded theory: Strategies for qualitative research*. Routledge.
- Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. Sage.

Introductory books/chapters/articles:



- Charmaz, K. (1990). »Discovering« chronic illness: using grounded theory. *Social Science & Medicine*, 30(11), 1161-1172.
- Charmaz, K. (2008). *Constructionism and the grounded theory method*. Handbook of Constructionist Research, 1(1), 397-412.
- Locke, K. (2001). *Grounded Theory in Management Research*, SAGE Publications Inc.
- Suddaby, R. (2006). What Grounded Theory is not. *Academy of Management Journal*, 49(4), 633-642.

Exemplary research papers:

- Browning, L. D., Beyer, J. M., & Shetler, J. C. (1995). Building cooperation in a competitive industry: SEMATECH and the semiconductor industry. *Academy of Management Journal*, 38(1), 113-151.
- Dubbin, L., McLemore, M., & Shim, J. K. (2017). Illness narratives of African Americans living with coronary heart disease: A critical interactionist analysis. *Qualitative Health Research*, 27(4), 497- 508.
- Charmaz, K. (1995). The body, identity, and self: Adapting to impairment. *Sociological Quarterly*, 36(4), 657-680.
- Charmaz, K. (1994). Identity dilemmas of chronically ill men. *The Sociological Quarterly*, 35(2), 269-288.
- Charmaz, K. (2002). Stories and silences: Disclosures and self in chronic illness. *Qualitative Inquiry*, 8(3), 302-328.
- Charmaz, K. (1983). Loss of self: a fundamental form of suffering in the chronically ill. *Sociology of Health & Illness*, 5(2), 168-195.
- Charmaz, K. (1995). The body, identity, and self: Adapting to impairment. *Sociological Quarterly*, 36(4), 657-680.
- Gersick, C. J. (1988). Time and transition in work teams: Toward a new model of group development. *Academy of Management Journal*, 31(1), 9-41.
- Isabella, L. A. (1990). Evolving interpretations as a change unfolds: How managers construe key organizational events. *Academy of Management Journal*, 33(1), 7-41.
- Lee, M. (2015). Constructing the nation through negotiating: An outcome of using grounded theory. *Public Relations Review*, 41(5), 754-768.
- Sutton, R. I. (1987). The process of organizational death: Disbanding and reconnecting. *Administrative Science Quarterly*, 542-569.
- Thornberg, R., Halldin, K., Bolmsjö, N., & Petersson, A. (2013). Victimising of school bullying: A grounded theory. *Research Papers in Education*, 28(3), 309-329.
- Vann-Ward, T., Morse, J. M., & Charmaz, K. (2017). Preserving self: Theorizing the social and psychological processes of living with Parkinson's disease. *Qualitative Health Research*, 27(7), 964-982.
- Zhang, J., Tucker, H., Morrison, A. M., & Wu, B. (2017). Becoming a backpacker in China: A grounded theory approach to identity construction of backpackers. *Annals of Tourism Research*, 64, 114-125.

**Teaching methods:**

- Lectures
- Individual/group exercises; discussions

Course credits:

Students needing course credit for their PhD studies will have to successfully pass a written exam on the last day of the course. The exam will cover theoretical and practical aspects of the grounded theory method covered during this course.

Lecturer's biographical note:

Branko Bozic is an associate professor of marketing at NEOMA Business School (Paris, Rouen, Reims) in France. He received his PhD from the University of Glasgow (UK). His research focuses on organizational trust, stakeholder trust, crisis communication, and advancements in grounded theory methodology. He learned grounded theory from Kathy Charmaz (creator of Constructivist Grounded Theory) and used it in his PhD project and several research publications. He is currently researching trust and distrust in secret service organizations, emotions and crisis response strategies, and the transformation of organizational trust into distrust. He has published in Organization Studies, Human Resource Management Journal, Journal of Business Research, and European Management Journal.