



Week 1

The Qualitative Research Method and the Research Problem

Until the middle of the 20th century, qualitative research was brushed aside as non-scientific. Over time, qualitative researchers have earned a place in academia as rigor, reliability, and other quality features have been identified and put into practice. There are a distinct set of rules and guidelines that must be followed to ensure that the results are usable or applicable to your area of specialization.

As a Business student, you can use this method of inquiry to further theory or develop solutions in business. Ultimately, your dissertation research will be designed to answer questions related to real-world problems or to further theoretical relevance. You will have to be precise and focused.

Select a topic in your specialization and determine what you will research. One of the first steps to developing your research is to define and write the problem statement. Generally, you will have an idea about what you would like to study; however, you must first make sure that the problem still exists and is worthy of being solved by finding at least three supportive peer-reviewed sources. The next step is to formulate research questions that align with the problem.

Be sure to review this week's resources carefully. You are expected to apply the information from these resources when you prepare your assignments.

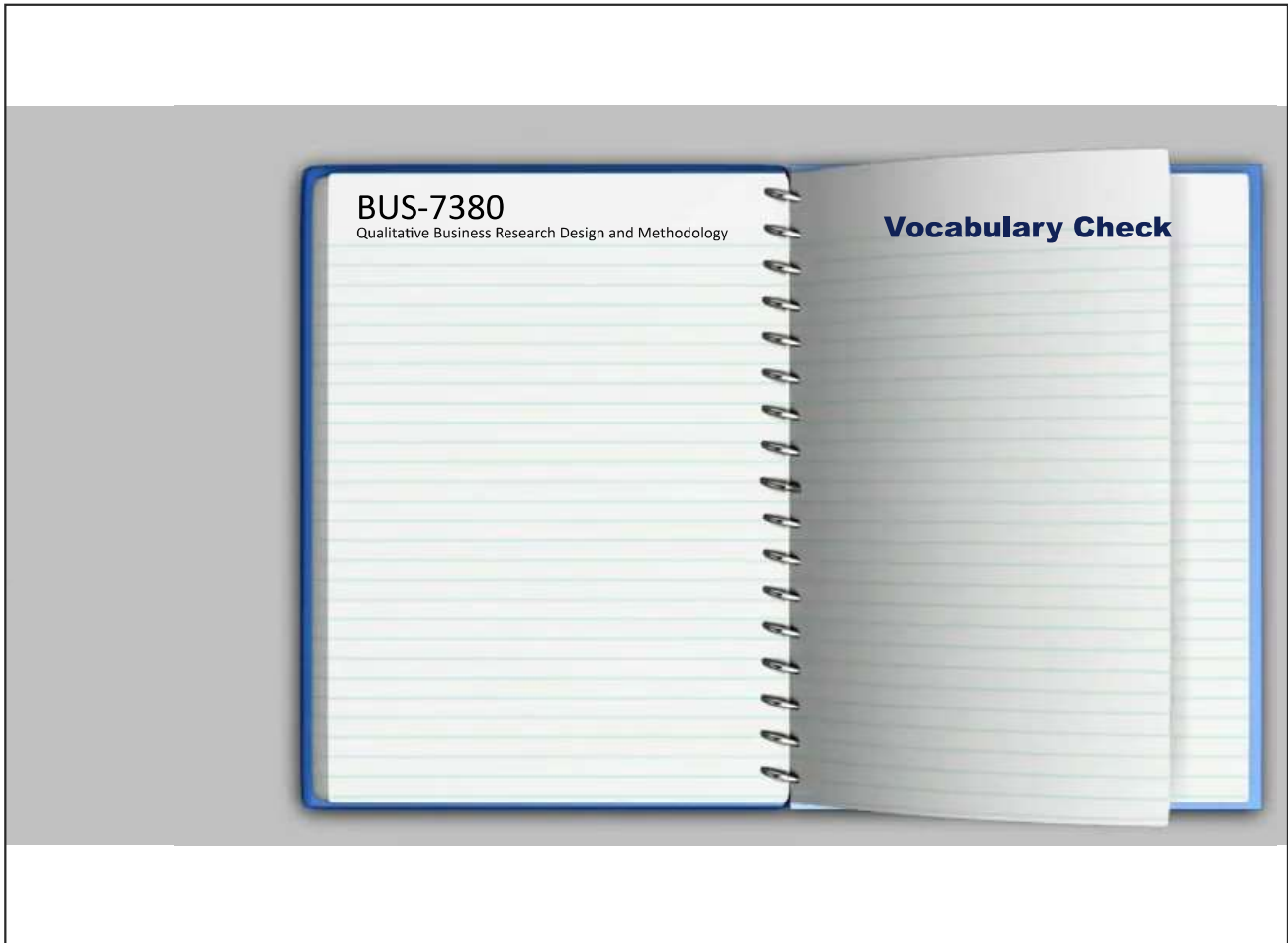
Heads-Up to the Signature Assignment

Your culminating Signature Assignment (due in Week 7) will be a reflection of all that you have learned within the course, and it may require that you complete some work ahead of time. To ensure you are prepared and have adequate time to complete this assignment, please review the instructions by looking ahead to Week 7. You can contact your professor if you have any questions.

Complete the CITI Certification

The Collaborative Institutional Training Initiative (CITI) certification is a requirement for conducting research here at NCU. As part of your doctoral journey, you will complete the Northcentral Institutional Review Board (NCU IRB) required training modules at your own

pace and submit the Certificate of Completion in Week 8 to the link provided. Instructions on registering and completing the certification are located in the IRB website accessed through the Dissertation Center.



Launch in a separate window



88.89 % 8 of 9 topics complete

Books and Resources for this Week



Academic Success Center, Northcentral University:

Link



Bansal, P., Smith, W. K., & Vaara, E. (2018). New ways of seeing through qualitative research. *Academy of Management Journal*, 61(4), 1189-1195.

[Link](#)



Bell, E., & Wilmott, H. (Academics). (2017). The essentials of qualitative business research: What is Qualitative Research? [Video file].

[Link](#)



NCU Dissertation Center

[Link](#)



NCU School of Business Best Practice Guide for Qualitative Research Design and Methods in Dissertations 2nd Edition

[Link](#)



Problem Statement Help

[Link](#)



Taylor, S. J., Bodgan, R., & DeVault, M. L. (2015). Introduction to qualitative research methods: A guidebook and resource. John Wiley & Sons...

[Link](#)




Yates, J., & Leggett, T. (2016). Qualitative research: An introduction. *Radiologic Technology*, 88(2), 225-231.

[Link](#)



Week 1 – Assignment: Apply the Qualitative Method and the Research Problem

Assignment

 Due January 8 at 11:59 PM

The focus of this week's assignment is on applying the qualitative method to the research problem. Begin with a one-page introduction about the circumstances that led to the development of the problem; do not state the problem in this section. Establish the existence of your research problem using three to four scholarly articles published within the last five years. Remember that the problem must have a business administration focus, and must relate to your degree specialization. Keep your research focus and problem simple for this assignment.

NOTE: this framework must be used for your assignment response. Use one sentence for each of the following:

1. Hook: An attention-grabbing statement that is supported by the literature.
2. Anchor: An evidence of the problem statement that includes a statistic and is supported by primary research.
3. A statement of the general business problem.
4. A statement of the specific business problem.

This script is helpful to (a) frame the problem, (b) validate that it exists with verifiable data, and (c) identify why and for whom the problem matters (Bakari 2018).

Next, rationalize the use of the qualitative method for your research inquiry. Explain the features. Give examples of the intended research outcomes. Formulate a purpose statement using the framework.

NOTE: this framework must be used for your assignment response.

The purpose of this qualitative study is _____ [content aim of the study]. A qualitative study design will be used in which narrative data will be collected and analyzed to _____. These data will represent _____ [the bounding or description of the study]. Qualitative data will be gathered exploring _____ [the central phenomenon] from _____ [participants] at _____ [the research site]. The reasons for using this form of data to _____ [support or generate] data, is to develop an in-depth understanding of _____. [Include scholarly sources to support these research decisions.]

Create two research questions that will generate information for later analysis.

Tip: Remember that this is qualitative research. This is a qualitative research method course and you will use a qualitative research method approach for this assignment.

Length: 3-4 pages

References: Include a minimum of 5 scholarly resources.

Your essay should demonstrate thoughtful consideration of the ideas and concepts that are presented in the course and provide new thoughts and insights relating directly to this topic. Your response should reflect graduate-level writing and APA standards. Be sure to adhere to Northcentral University's Academic Integrity Policy.

Upload your document and click the *Submit to Dropbox* button.

Reference:

Problem statement script. Personal communication Bakari, M. (2018).