

FIVE APPROACHES TOWARD PRESENTING QUALITATIVE FINDINGS

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EDITORIAL NOTE

Presenting the findings of a qualitative research project is a significant issue as it could affect the quality of a manuscript to a great extent. Reay et al. (2019) concentrated on this critical issue and tried to shed light on how the authors of the published manuscripts in the *Academy of Management Journal* presented their research outputs. Their study elaborated five major approaches of those researchers. This editorial invites authors to follow these approaches in presenting their qualitative findings. The *first* one is called **Gioia** approach in which theoretical coding structure is used to organize text. The chart illustrates coding information, and the data tables are organized by coding structure. Finally, the snippets of text are provided in this approach. Interviews and archival data are used as primary data sources. The *second* approach is **Vignettes** approach. In this approach, short stories are derived from data organize text. Moreover, tables use vignettes to illustrate aspects of the studied phenomenon. Usually, ethnographic data are the primary data sources in this approach. The *third* approach is called **Temporal Phases**. In this approach, the text is organized to present a story that unfolds over time. Also, the process model illustrates temporal aspects of the phenomenon in question. Data tables are organized temporally in this method. Moreover, interviews, archival data, as well as ethnographic data are used. **Long Data Excerpts** is the *fourth* approach. Conversational exchanges structure texts are shown by large text segments throughout the manuscript. Researchers use interviews and ethnographic data accordingly. Last but not least is the *fifth*, i.e. the **Anthropological** approach in which overall research context is emphasized in the text. This approach provides a comprehensive understanding of the phenomena of interest. Ethnographic data are primary data sources in this approach.

Each of the approaches mentioned above has its advantages and disadvantages which should be considered before choosing and also during the process of presentation of the findings. It should be noted that these approaches have similarities as well, which makes it possible for creative authors to choose the best approaches in order to present their findings. Moreover, as mentioned earlier, type of the data sources and theoretical perspectives used by authors could be critical to choose the most appropriate method (e.g. see, Fox, 2011; Wheeler et al., 2011; Farsi et al., 2014; Padgett and Rolston, 2014; Ghazzawi et al., 2014; Salamzadeh et al., 2015, 2017; Tajpour and Slamzadeh, 2019). In sum, this editorial note points out the main approaches and invites the authors to be more sensitive in this regard, specifically concerning the qualitative case studies to be published in the *Journal of the International Academy for Case Studies*.

Keywords: Qualitative research, Interpretive research, Case study, Reporting, Findings

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