**PRE-COURSE ASSIGNMENTS**

**QUALITATIVE RESEARCH IN ENTREPRENEURSHIP**

**11-13 October, 2018**

Faculty Dr. Ulla Hytti

There are two pre-course assignments for the course.

1. **ANALYSING PUBLISHED QUALITATIVE JOURNAL ARTICLES**

Review a published qualitative research paper following a reviewing guideline (enclosed), and submit it to me at [ulla.hytti@utu.fi](mailto:ulla.hytti@utu.fi) prior to the course by **Friday 5th October** at the latest. Please find enclosed the students divided into teams for the different articles.

|  |  |
| --- | --- |
| **Name and surname of student** | **Article** |
| Jasenka Crnković | Cope |
| Lidija Gruber | Cope |
| Maja Jukić | Cope |
| Štefan Štefanek | Cope |
|  |  |
| Florentina Dushi | Rae |
| Charles Plant | Rae |
| Dafina Turkeshi Ballanca | Rae |

1. **ANALYSING QUALITATIVE RESEARCH MATERIAL**

Please find enclosed an interview with CEO of Trivago, Mr. Rolf Schrömgens conducted by Mrs. Kara Swisher. Read the interview transcript, think of a research question / research questions and then analyse this interview.

Please notice that you can use any methodology books and/or methodologically relevant articles to guide and help you. Try to be as thorough as possible with the analysis, and also write down as detailed descriptions as possible to the following two questions:

* ANALYSIS: How did you analyse the text? (What did you concretely do?) What kind of analysis method did you have?
* FINDINGS: What results did you come up with?

Please write down also all questions or problems (or frustrations) as these will be discussed during the course.

You do not have to submit your analysis prior to the course but please notice that the more you put emphasis on this phase, the more you will be able to benefit from the course! There are no easy solutions or answers in qualitative research. **It is the work of a skilled artisan and can be learned only by doing!**