

# TABLE OF CONTENTS

List of Editors and Contributors .....	7
Acknowledgements .....	19
<i>Françoise Chevalier, L. Martin Cloutier and Nathalie Mitev</i>	
Preface .....	21
<i>Michael D. Myers</i>	
Introduction .....	23
<i>Françoise Chevalier, L. Martin Cloutier and Nathalie Mitev</i>	
<b>CHAPTER 1.</b>	
The advent and growth of qualitative research in management sciences .....	31
<i>Françoise Chevalier, L. Martin Cloutier and Nathalie Mitev</i>	
<b>CHAPTER 2.</b>	
The making of strategy-making: a multi-case study .....	43
<i>Christophe Torset</i>	
<b>CHAPTER 3.</b>	
Management accounting in the consumer goods industry: a very involving form of participant observation .....	73
<i>Damien Mourey</i>	
<b>CHAPTER 4.</b>	
Service marketing and co-clients roles: group interviews, critical incident and observations .....	101
<i>Kiane Goudarzi</i>	

**CHAPTER 5.**

Information systems management and appropriation of a new collaborative software: an in-depth case study..... 123

*Jessie Pallud and Christophe Elie-dit-Cosaque*

**CHAPTER 6.**

Behavioral finance and entrepreneurship:  
multi-case studies and interviews ..... 145

*Gérard Hirigoyen and Médéssè Carol F. Gandégnon*

**CHAPTER 7.**

Internal mobility and talent development: the story of a qualitative research in human resources management ..... 163

*Anne Janand*

**CHAPTER 8.**

Using focus groups to conduct rigorous and impactful qualitative research in operations management ..... 187

*Frédéric Ponsignon*

**CHAPTER 9.**

Organization and Actors-Networks: an action research .....209

*Yvon Pesqueux and Nancy Saliba*

**CHAPTER 10.**

“Interviews are not the only thing in life!”  
Diversifying field data in qualitative research in management sciences .....229

*Sébastien Liarte*

**CHAPTER 11.**

Multidisciplinary qualitative research and COVID-19.  
The CO-DATA-LAB Project.....239

*Jean Moscarola, Aurélie Dudézert, Chantal Fuhrer, Florence Laval, Michel Kalika and Olivier Lavastre*

**Conclusion.** Qualitative research and the voicing of managerial recommendations.....267

*Françoise Chevalier, L. Martin Cloutier and Nathalie Mitev*

Postface .....275

*Michel Berry*