Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Atlanta
August 4, 2017 - 8:00AM – 10:00AM

Primary Sponsor: MOC
Co-Sponsors: BPS, OMT, RM, SIM

Co-organizers: Moriah Meyskens & Mike Pfarrer

Content Analysis Resources
http://www.terry.uga.edu/contentanalysis
Content Analysis in Organizational Research:
Part I—Content Analysis Presentations

• **Aaron Anglin**, Texas Christian University
  • *Measuring Family Influence in Family Firms*

• **Tim Hubbard**, University of Notre Dame
  • *Using Mturk and Big Data*

• **Andreas König**, University of Passau
  • *Metaphor Analysis in Top Executive Communication*

• **John Busenbark**, University of Georgia
  • *Endogeneity in content analyses*

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Part II – Proposal Feedback

AOM – Atlanta
August 4, 2017 - 10:00AM – 12:00PM

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