



TEXAS TECH UNIVERSITY
Rawls College of Business

Content Analysis in Strategy and Entrepreneurship Research: Ties to Theory

G. Tyge Payne
and
Miles Zachary

November 2, 2012





Content Analysis Allows for the Development of Theory

- Signaling Theory
- Example: “Organizational Virtue Rhetoric and IPO Performance: Signaling Analysis of Prospectuses from Emerging and Developed Economies”
 - Examined signaling in terms of cost (cheap talk) and observability.
 - Cost can come after the signal.
 - Prioritization of information may affect observability.



Other Theories and Phenomena that May Be Similarly Advanced

- Identity Theory
- Culture (Meme Theory)
- Stakeholder Theory
- Organizational Legitimacy (Institutional Theory)
- Strategy Process
- Network Theory
- Social Capital
- Strategic Human Capital
- Constructs: MO, EO, OVO, Organizational Psychological Capital, Exploration-Exploitation



TEXAS TECH UNIVERSITY

Rawls College of Business™