## 17<sup>th</sup> Annual Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM – Copenhagen July 25, 2025

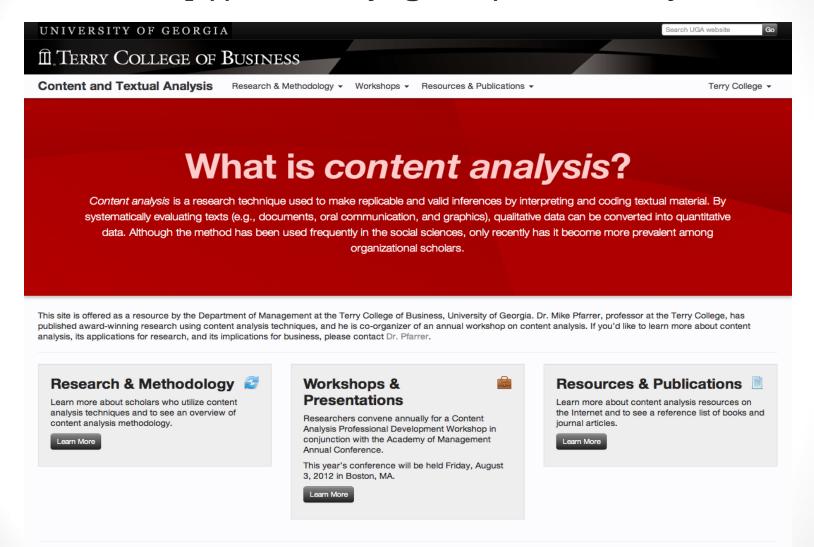
**Primary Sponsor: MOC** 

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Organizers: Jason Kiley, Mike Pfarrer

Content Analysis Resources http://www.terry.uga.edu/contentanalysis

## **Content Analysis Website:** http://www.terry.uga.edu/contentanalysis



## **Content Analysis in Organizational Research:**

Part I—Content Analysis Presentations

- Philipp Becker, Utrecht University
- Farhan Iqbal, Indiana University
- Kaveh Mohajeri, IESEG
- Hovig Tchalian, USC

## Content Analysis in Organizational Research: Techniques and Applications

Part II – Proposal Feedback

Content Analysis Resources http://www.terry.uga.edu/contentanalysis



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