

Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

AOM - San Antonio, Texas

August 12, 2011 - 8:00AM – 10:00AM

Sponsors: MOC, RM, OMT, OB, BPS, ENT

Co-organizers: Mike Pfarrer, Moriah Meyskens, Lori Kiyatkin

Content Analysis in Organizational Research: **Agenda – Part I – 8:00-10:00 am**

- 8:00 - Welcome

 - 8:05 – Content Analysis Introduction
 - Mark Kennedy (Univ. of Southern California)
 - Tim Kuhn (Univ. Colorado Boulder)
 - Miles Zachary (Texas Tech University)

 - 9:30 – Expert Panel

 - 10:00 – Part II – (Pre-registration only)
 - Content Analysis Proposal Feedback
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Content Analysis in Organizational Research: Techniques and Applications

Part II –Content Analysis Proposal Feedback
(pre-registration only)

AOM - San Antonio, Texas
August 12, 2011 - 10:00AM – 12:00PM

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Content Analysis in Organizational Research:

Agenda – Part II

- 10:00 – Welcome
- 10:05 – Roundtables
- 11:00 – Quick Break
- 12:00 – Conclude

Special Thanks to the University of Georgia for the catering!

Roundtables

- **Roundtable 1 – Mark Kennedy & Scott Livengood**
 - Jad Yu-Chieh Lo, Bogdan Prokopovych, Robert Vesco, J.P. Eggers & Richard Wang

 - **Roundtable 2 – Lori Kiyatkin & Rhonda Reger**
 - Mike Flanigan, Chen-yi Tsai, Linda Hain, Carolyn Maraist

 - **Roundtable 3 – Tim Kuhn & Brandon Lee**
 - Mohsin Bashir, Robert Wright, Edeltraud Guenther, Bahman Ebrahimi & Sandy Young

 - **Roundtable 4 – Moriah Meyskens & Miles Zachary**
 - Won Kyung Kim, Dana Wang, Yochi Cohen-Charnash

 - **Roundtable 5 – Vilmos Misangyi & Mike Pfarrer**
 - Amy Guerber, Nathan Bragaw, Daniel Waeger & Sébastien Mena, Katerina Sikavica
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Thank you!

Contact us:

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