## Content Analysis in Organizational Research: Techniques and Applications

Part I – Introduction to Content Analysis

**AOM – Vancouver August 7, 2015 - 8:00AM – 10:00AM** 

**Primary Sponsor: MOC** 

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Co-organizers: Moriah Meyskens & Mike Pfarrer

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



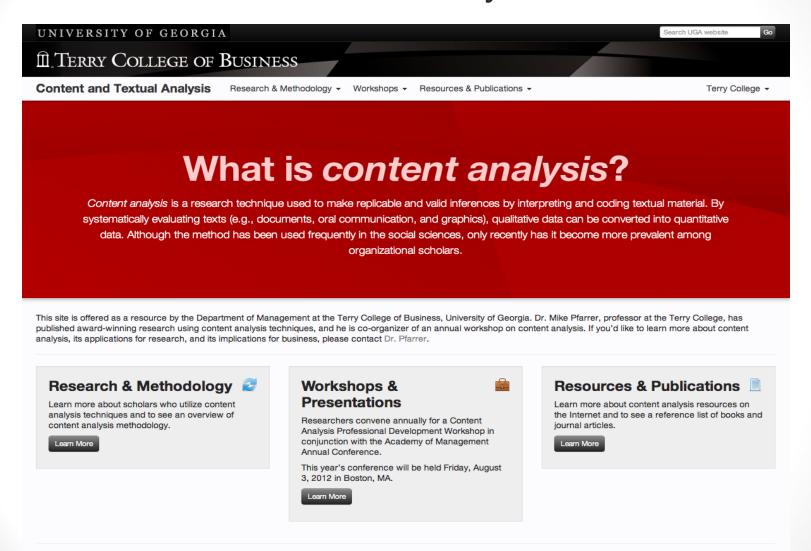
#### **Content Analysis in Organizational Research:**

Agenda – Part I – 8:00-10:00 am

- 8:00 Welcome
- 8:05 Content Analysis Presentations
  - Miles Zachary, West Virginia University
  - Jeremy Short, University of Oklahoma
  - Laura Nelson, Northwestern University
  - Jason Kiley, Oklahoma State University
- 10:00 Part II (Pre-registration only)



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Part II – Proposal Feedback

**AOM – Vancouver August 7, 2015 - 10:00AM-12:00PM** 

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# Roundtables

- Roundtable 1 Lorenz Graf-Vlachy, Aaron McKenny, & Jeremy Short
  - Sandhya Balasubramanian, Liyue Yan, Constantine Grivoyannis, & He Gao
- Roundtable 2 Jon Bundy & Annie Zavyalova
  - Irina Lock, Mia Maynard, Karen Paul, & Lakshmi Balachandran Nair
- Roundtable 3 Jason Kiley & Miles Zachary
  - Grace Augustine, Christian Theuer, & Jacob Miller
- Roundtable 4 Laura Nelson & Mike Pfarrer
  - Wei Zheng, Isabel Fernandez-Mateo, Henning Behr and Kerstin Fehre, & Arash Amirkhany
- Roundtable 5 Mike Bednar & Moriah Meyskens
  - Amit Jain, Patrick Haack, & Andrew Schnackenberg

