International Journal of Entrepreneurship, Management and Social Sciences (IJEMSS)
Volume 1, Issue 1; ISSN: 3026-9881
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Exploring Innovative Qualitative Research Analysis in Social Management Sciences

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Abstract
Qualitative data is typically cluttered, heavily grounded, loaded, skewed, and composed of detailed information that is typically expressed verbally. When analyzing qualitative data, very messy and unorganized transcripts must be examined in order to identify patterns and create categories. In qualitative research, data processing is a complicated process which involves looking for similarities and contrasts. The aim of qualitative data analysis is to reveal the implicit meanings that people associate with the things they do and say in relation to either observable facts or evidences. The researcher is the most important element that tries to bring out these meanings through a close engagement with the data and the people who provide information or give responses, even though qualitative data analysis tools are available and can be accessible in today's world. Whilst, several procedures are recommended in various qualitative methodologies, all approaches involve the fundamental stages of content analysis, which include data preparation, reading and reflection, coding, categorization, and theme development. Without losing the participants' voices, the analysis process takes the researcher from reporting the occurrence to conceptualizing outcomes.

Keyword: Qualitative research, QSR NVivo, social management research.

1.0 Introduction
Qualitative research is multi-method in nature, involving an interpretive, naturalistic approach to its subject matter (Vivek & Nanthagopan 2021; Das & Devi, 2023). This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meaning people bring to them (Mohajan, 2018; Lanka et al., 2020; Kraiwanit et al., 2023; Khoa et al., 2023). Also, qualitative research is characterized by its emphasis on exploring the richness and depth of human experiences (Koster & Fernandez, 2023). It is subjective in nature, aiming to capture the perspectives, meanings, and contexts that shape individuals' lives and it is often described as 'stimulating' because of its well-grounded nature in terms of explaining processes in their local context (Denzin & Lincoln, 2018; Priya, 2021). For instance, qualitative research is widely used in various fields, in social management arena

such as sociology, entrepreneurship, transport management, economics and business (Savin-Baden & Major, 2023). Qualitative research encompasses a range of methods and techniques tailored to the research objectives and context. Common methods include: Interviews: In-depth interviews allow researchers to engage with participants, explore their experiences, beliefs, and attitudes, and gain insight into complex phenomena (Miles, Huberman & Saldana, 2019; Creswell, 2013).

It's common knowledge that social management research is largely an creative and interactive endeavour, a practice-focused endeavour involving a sensitive and dedicated interaction with a multiplicity of human participation. More so, in social management research research, there is a growing priority that is given to the use of exploratory and interpretive approach to understand the research context, it is mostly interpretive and temporal in nature (Merriam & Tisdell, 2015; Thompson Burdine, Thorne, & Sandhu, 2021). However, a great deal of social management research research and theory creation still leans toward large studies on positivist epistemology (Mohajan, 2018; Khoa et al., 2024), where social management research's vitality is sometimes sacrificed for "scientific rigor." Nonetheless, there is a growing movement among social management researchers to broaden the scope of their study and add more methodological tools to their toolkit. Lanka et al., (2020) highlighted the need for diverse and vibrant strategies in proposing a unique approach on the progression of social management research theory. Recommend that studies of emergence, interpretation, and intersections of different kinds be added to research that focuses on individual and de-contextualized elements.

In order to promote an emphasis on social management research, Kraiwanit et al., (2023) described qualitative research as a useful approach to understanding opportunities within the framework of social management science research. This focus on interactive design and interpretation aligns well with philosophical phenomenology and methods that draw inspiration from phenomenology. In this regard more priority is given to the holistic understanding of social management research in trying to explore the complexities of multi-dimensional researches in many fields.

2.0 Literature Review

2.1 Qualitative Data Analysis

The majority of data from qualitative research is text-based and unstructured. The aspect of qualitative research that sets it apart from quantitative research techniques the most is data analysis. Transcripts of structured or semi-structured interviews, diary entries, note taken, observation notes, and multi-dimensional activities are examples of these textual data. A picture display, audio or video clips of various activities or other business undertakings may also be included in qualitative data as the need requires. It is more of a dynamic, intuitive, and creative process of inductive reasoning, thinking, and theorizing than a technical exercise like in quantitative approaches (Flick, 2019).Qualitative research focuses on the examination of values, meanings, beliefs, thoughts, experiences, and feelings typical of the topic under investigation, as opposed to quantitative research, which employs statistical methodologies.

The process of going through and organizing observation notes, interview transcripts, and other non-textual resources that the researcher gathers to deepen their understanding of the phenomenon is known as data analysis in qualitative research (Dicks et al., 2019; Saldanha, 2023). Coding or categorizing the data is a major step in the analysis of

qualitative data. In essence, it entails distilling meaning from data and creating a logical chain of evidence after minimizing the amount of raw information. This is followed by the identification of noteworthy patterns. In qualitative data analysis, the most crucial step is data coding or categorization. Even though, coding is an essential part of the qualitative data analysis process, the terms coding and data analysis are not interchangeable. All that's required for coding is to divide up the massive amount of raw data and then classify each piece of information (Salmona and Kaczynski, 2024). To put it simply, codes are labels or tags that are used to assign specific themes or subjects from the study's collected data.

Historically, when organizing data it is done manually and coded by classifying it with coloured pens, then sorting and cutting the data accordingly. Qualitative researchers are increasingly using electronic methods of data coding because to advancements in software technology. However, a researcher does not relinquish the responsibility of analysis to the computer. It is still up to the users to categorize the data, code it, choose what to compile, find trends, and interpret the results. The nature of qualitative research itself, including the complexity of its unstructured data, the richness of the data, and the ways in which discoveries and ideas develop from the data, limits the use of computer software in qualitative data analysis. All that the application does is replace the marking, cutting, and sorting that was previously done by qualitative researchers using note cards, paper, and scissors. It maximizes productivity and expedites the process of classifying data, obtaining coded themes, and grouping data. The researcher must still, in the end, synthesize the data and interpret the meanings that were gleaned from it. As a result, the use of computers in qualitative analysis only improved the efficiency and manageability of data organization, reduction, and storage.

2.2 Importance of NVivo QSR

NVivo is computer assisted qualitative research analysis software used to analyze and manage data from interviews, surveys, focus groups, and other sources of unstructured data (Neergaard & Ulhoi, 2007;Wong, 2008). NVivo allows researchers to organize and analyze large amounts of qualitative data, including text, images, audio, and video file (see figure 1). NVivo's coding and categorization tools enable researchers to identify patterns, themes, and concepts in their data, which helps to identify relationships and trends. NVivo's algorithms help researchers to identify meaningful patterns and relationships in their data, which can lead to new insights and understanding. It allows multiple researchers to collaborate on a project, sharing data and insights in real-time. While the version control feature ensures that all changes made to the data are tracked, making it easy to collaborate with team members and maintain a record of changes.

3.0 Methodology

Working with NVivo in qualitative research, the researcher must first build a project in NVivo to house the data or study information before they can begin working with it (Wong, 2008). The Project pad shows up after a project is created. NVivo's project pad features two primary menus: the Document Browser (DB) and the Node Browser (NB). The researcher can create and view documents and nodes in any NVivo project when the data is browsed, linked, and coded. The attribute functionality, which is available in document and node browsers, enables researchers to refer to the attributes of the data,

including occupation, ethnicity, gender, age marital status etc. The primary workspace for document coding is the document browser. NVivo allows users to generate documents directly within the project or import rich text documents from Microsoft Word or WordPad (Wong, 2008). Any word processor can import it as a plain text file as well. Observation notes and interview transcripts are two types of documents that can be kept separately in NVivo. All of the documents are viewable in a database with brief summaries of each document in the document browser.

NVivo provides various data visualization tools, such as diagrams, matrices, and networks, to help researchers present their findings in a clear and concise manner. It integrates with other research tools, such as Excel, Word, and SPSS, allowing researchers to easily import and export data. It offers a range of customization options, allowing researchers to tailor the software to their specific needs and research goals. The features help to ensure that data is accurate, complete, and consistent, which can improve the overall quality of the research and can save researchers time by automating repetitive tasks, such as coding and categorizing data while its advanced analysis capabilities can help researchers to produce high-quality research outputs, such as reports, papers, and presentations.

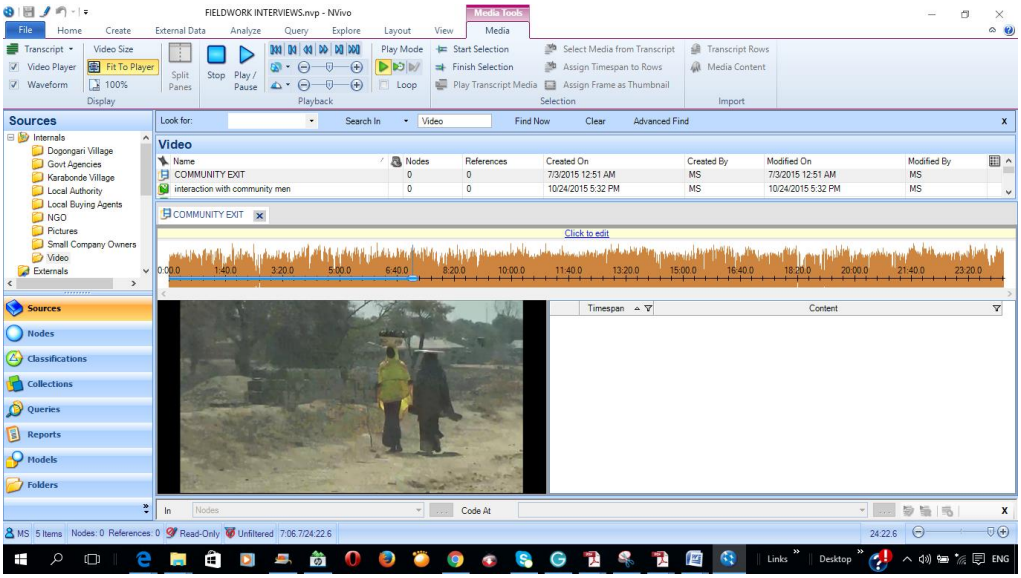

Figure 1: NVivo Video Analysis

3.1 Nodes Creation

The codes are stored as nodes in the NVivo database. Nodes that are established in NVivo function similarly to sticky notes that the researcher applies to the document to designate which passages are relevant to which themes or topics (see Figure 2). In contrast to sticky notes, NVivo's nodes are simply arranged, retrievable, and provide the researcher with the freedom to add, remove, edit, or combine them as needed. The two most prevalent node kinds are free nodes, which are stand-alone codes unrelated to a predetermined framework of themes or concepts, and tree nodes, which are codes arranged in a

hierarchical structure. The researcher is able to peruse the nodes when the coding process is over.

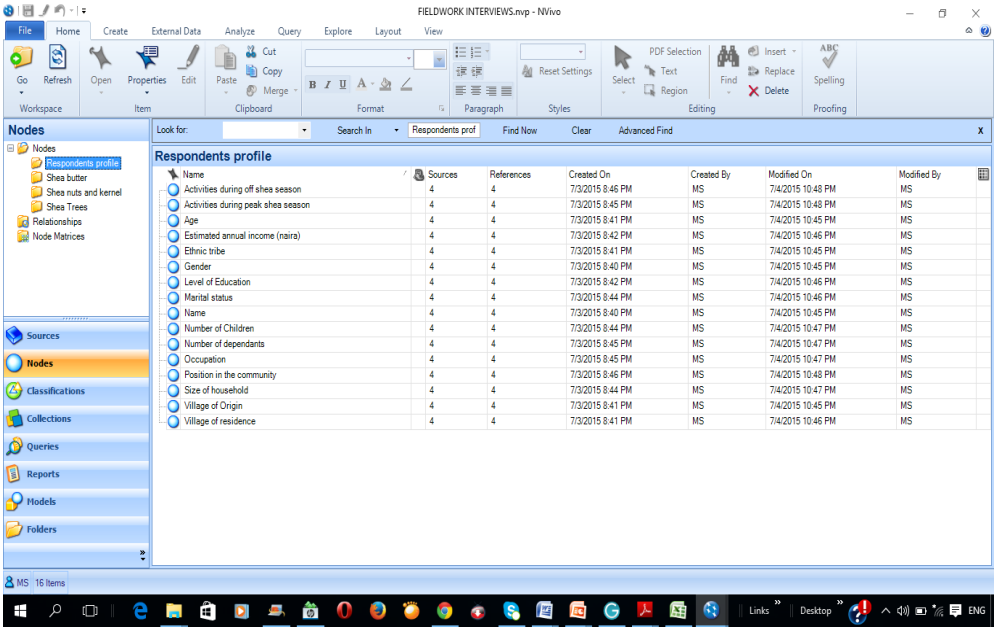

Figure 2: NVivo Nodes Analysis

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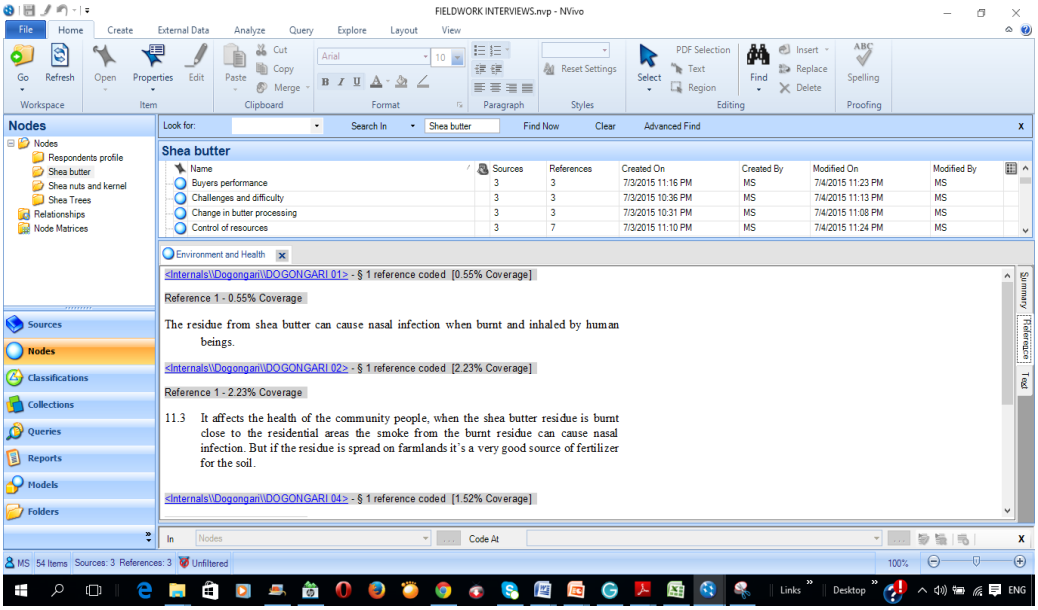
3.2 Coding

The document browser is where coding is done. Desegregating textual material into segments, comparing and contrasting the data, and putting conceptually related data in the appropriate nodes are all steps in the coding process (Neergaard & Ulhoi, 2007; Wong, 2008). By clicking on the Coder button located at the bottom of the document browser window, the sorted list of nodes will be displayed. A project document's text segment can be coded under a certain node i.e. processing method, marketing plan or even business relationship by highlighting it and dragging the highlighted text to the chosen node in the
coder window Colours are used to indicate segments that have been coded to a certain node. The same procedure can be used to assign different codes to the same text passage. The quotes connected to the specific nodes can be viewed by turning on Coding Stripes. The researcher can go back to the data and continue to code or revise the coding using the highlighted text and coding stripes as a reference. Coding can be done using pre-made coding schemes, in which the coder codes after the nodes are formed using the Node Explorer (Neergaard & Ulhoi, 2007; Wong, 2008). An alternative method is to

utilize a bottom-up technique, in which the researcher codes the documents by reading them and adding nodes as themes emerge from the data.



3.3 Visualizing Relationships

In qualitative research, models or visualizations are a crucial tool for characterizing and investigating relationships. For the purpose of visually exploring and explaining the links between different nodes and documents, NVivo offers a Modeler (Neergaard & Ulhoi, 2007; Wong, 2008). The researcher can generate, annotate, and link concepts or ideas in Model Explorer. In order to enable the researcher to analyze the steps in the model-building process over time, NVivo enables the user to generate a model over time and have any
number of layers to follow the progress of theory development. Any type of document, node, or attribute can be added to a model, and the researcher can view its properties by clicking on the object.

4.0 Conclusion and Recommendations

In conclusion, qualitative research offers a powerful lens through which researchers can explore the intricacies of human experiences, behaviors, and perceptions. By embracing subjectivity, reflexivity, and inductive reasoning, qualitative research provides a holistic understanding of complex phenomena and generates rich insights that inform theory, practice, and policy in diverse fields. Its flexibility, depth, and ability to uncover hidden truths make qualitative research an invaluable tool for researchers seeking to deepen their understanding of the human experience. As mentioned previously, NVivo offers many benefits and can significantly improve the calibre of study. It can make data analysis less tedious, which would normally need manual labour. The software undoubtedly reduces the enormous number of tedious chores and gives the researcher more time to look for patterns, pinpoint themes, and draw conclusions. As it is now, qualitative data analysis has now been made simpler and more orderly. Furthermore, NVivo is perfect for

academics who collaborate in groups because it features a Merge tool that allows researchers in different teams to combine their efforts into a single project.

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