

One-Day Workshop

Qualitative Analysis: Beyond Coding, From Phenomena to Theory and Impact



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Workshop Overview

This workshop supports qualitative researchers in strengthening methodological rigor for publication. The workshop provides practical guidance on developing theoretically grounded, analytically robust approaches to qualitative analysis that meaningfully advance theory. It emphasizes the critical linkage between theoretical framing, data analysis, and theoretical contribution -key principle in qualitative analysis. Participants are encouraged to bring their ongoing research projects for interactive discussion and to receive tailored, actionable feedback to support their progress toward publication.

Learning Objectives

Participants will learn how to:

- Identify what distinguishes publishable qualitative research in top-tier journals
- Develop analytical depth that enables strong theoretical contributions
- Strengthen the linkage between theory, data analysis, and contribution
- Engage effectively with editors and reviewers

Target Audience

This workshop is intended for:

- Qualitative researchers seeking to elevate their work toward top-tier publication
- PhD students and early-career researchers with ongoing qualitative research projects

Participants are welcome to submit an **extended abstract of their current research project** before the workshop. **(Optional)**

Please submit to: Joyce Lee (jlee@nccu.edu.tw) with the email subject: NTU Qualitative Workshop

Maximum length: 2 pages

Submission deadline: 21 June

Workshop Schedule

10:00-12:00 Phenomenon-driven Theorizing

- From empirical phenomena to theoretical insight
- Developing theoretical depth in qualitative research
- Common pitfalls: interesting findings without theoretical contribution

12:00-13:00 Lunch Break

13:00-14:30 Theory-grounded Data Analysis

- Moving beyond coding: analysis as theory building
- Linking data, concepts, and theoretical contribution
- Developing analytically robust interpretations

14:30-15:00 Coffee Break

15:00-16:30 Presenting Your Project

- Participant project presentations
- Focused feedback on:
 - Theoretical newness
 - Analytical depth
 - Publication positioning

16:30-17:00 Closing Feedback and Discussion