

ENTREPRENEUR & MANAGEMENT RESEARCH

Qualitative Data Analysis Focus: Coding and Thematic
Analysis

Present By
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REVIEW OF MEETING 10

FROM DATA COLLECTION TO DATA INTERPRETATION

01

Collecting qualitative data is not the same as analyzing qualitative data

e.g., interviewing founders about failure gives raw material, but analysis is what turns those stories into knowledge.

02

Qualitative evidence becomes valuable only when patterns of meaning are systematically identified

e.g., repeated references to stigma, shame, and recovery can become an analytical theme rather than remain isolated quotations.

03

The move from data collection to analysis is the move from description to interpretation

e.g., field notes about incubator meetings become meaningful only when interpreted as patterns of support, control, or co-production.

INTRODUCTION

Why Qualitative Data Analysis Matters

Qualitative analysis is the discipline of making meaning from rich but unstructured data

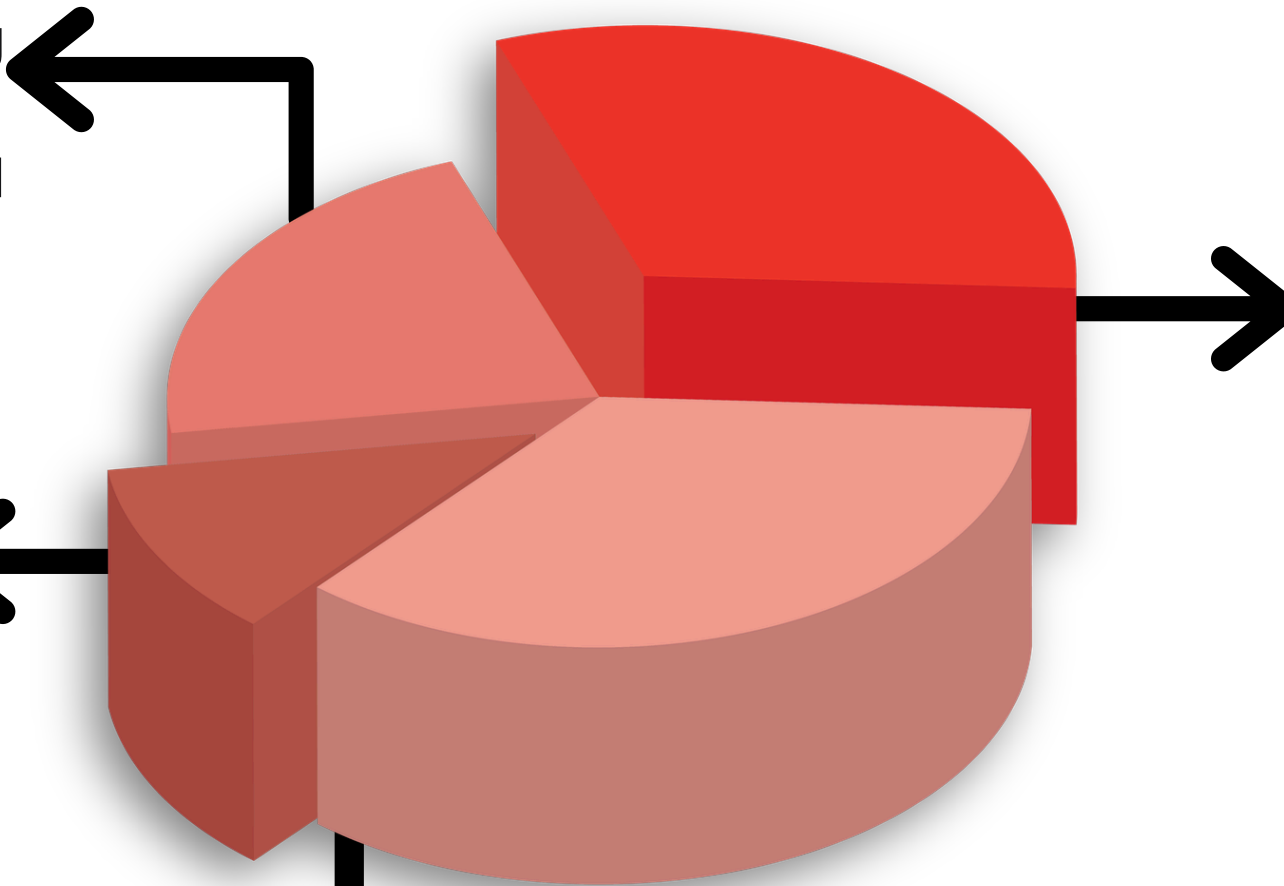
e.g., interview transcripts, field notes, memos, and documents do not speak for themselves.

Its goal is not merely to summarize what people said, but to interpret what their accounts reveal

e.g., a founder's story about pressure may reveal identity conflict, not just workload.

Qualitative analysis seeks patterns, structure, and explanation in meaning-rich material

e.g., repeated accounts of mentoring, trust, and early affiliation may reveal how successors become leaders in family firms.

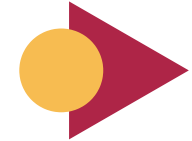


Without rigorous analysis, qualitative research easily becomes anecdotal

e.g., a few interesting quotations are not yet a finding.

WHAT IS QUALITATIVE DATA ANALYSIS?

From Raw Narrative to Analytical Insight



Qualitative data analysis is the systematic process of organizing, coding, comparing, and interpreting textual or observational material

e.g., transcripts from early-stage entrepreneurs can be broken down into recurring concerns about time, uncertainty, and support.



Its purpose is to develop insight, not just inventory

e.g., the point is not merely to list issues mentioned by respondents, but to explain how they are connected.

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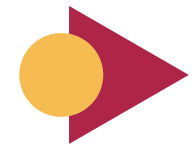
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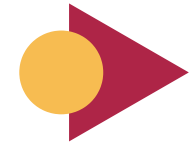
WHAT IS QUALITATIVE DATA ANALYSIS?

From Raw Narrative to Analytical Insight



Analysis involves movement between parts and whole

e.g., single quotations are read in relation to wider themes, and themes are refined in relation to the full dataset.



Good qualitative analysis is iterative rather than linear

e.g., codes may change as the researcher rereads data and sees deeper patterns.

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CODING

THE FIRST ACT OF QUALITATIVE ANALYSIS

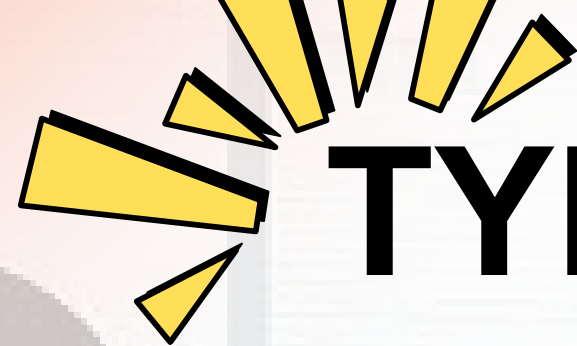
- 01 Coding is the act of assigning analytic labels to meaningful segments of data**
e.g., a statement such as “I felt I was carrying the family legacy” may be coded as inherited obligation or identity burden.
- 02 Codes reduce complexity without destroying meaning**
e.g., dozens of pages of interviews can be organized into clusters such as mentoring, trust, role tension, and strategic doubt.



CODING

THE FIRST ACT OF QUALITATIVE ANALYSIS

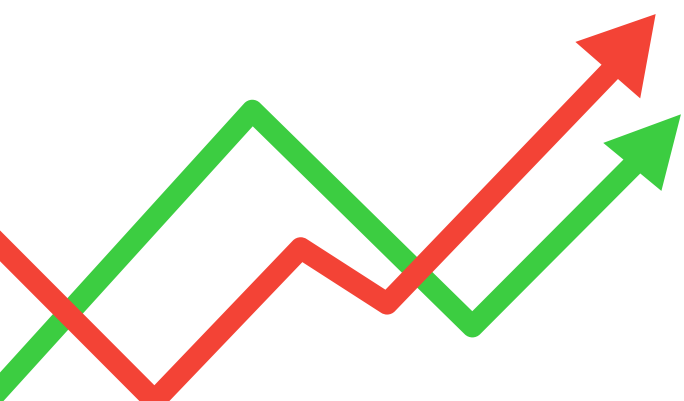
- 03** **Coding is not mechanical tagging; it is analytical judgment**
e.g., the same statement can be coded differently depending on whether the focus is identity, emotion, or power.
- 04** **Good codes stay close enough to the data but open the way to abstraction**
e.g., a phrase about “not wanting to disappoint the family” may later contribute to a broader theme of relational duty.



TYPES OF CODING

OPEN, AXIAL, AND FOCUSED CODING AS DIFFERENT ANALYTICAL MOVES

01 **Open coding breaks the data into initial meaning units**
e.g., phrases such as “feeling watched,” “being mentored,” and “avoiding shame” can first appear as separate codes.

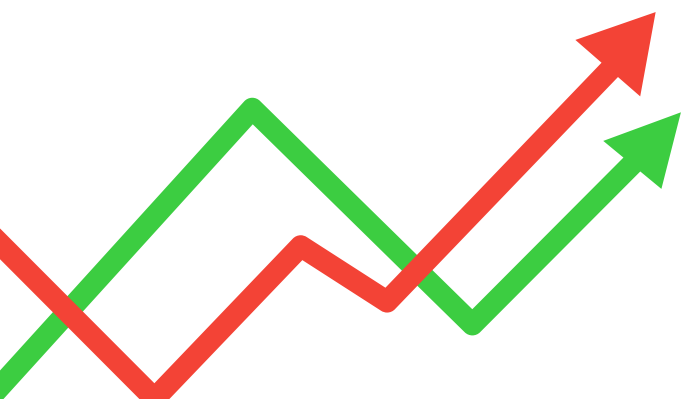




TYPES OF CODING

OPEN, AXIAL, AND FOCUSED CODING AS DIFFERENT ANALYTICAL MOVES

- 02** Axial or relational coding reconnects codes into larger categories
e.g., trust, mentoring, and obligation may be linked under a wider category of relationship building.

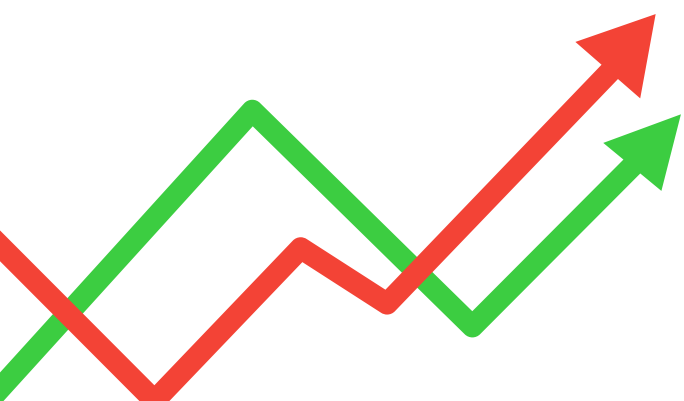


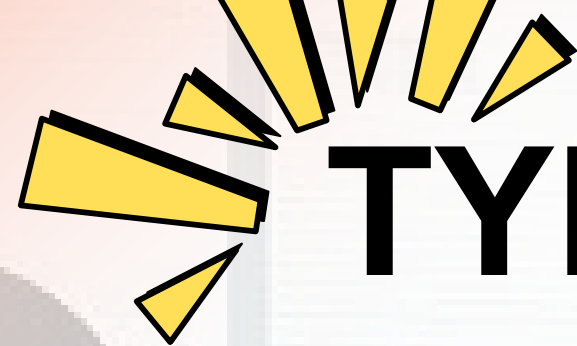


TYPES OF CODING

OPEN, AXIAL, AND FOCUSED CODING AS DIFFERENT ANALYTICAL MOVES

- 03** Focused coding concentrates on the most analytically powerful codes
e.g., not every code is equally useful for building the argument.

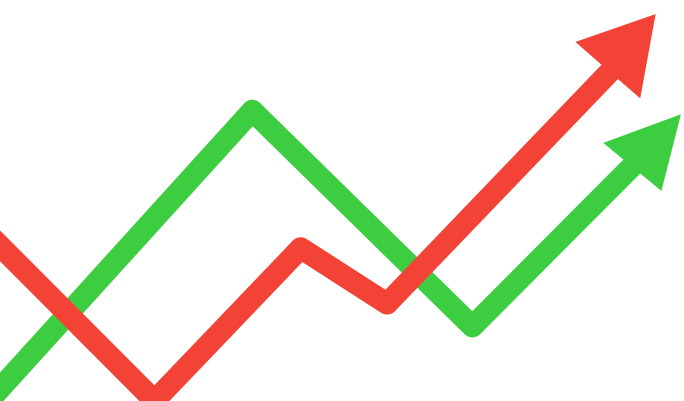




TYPES OF CODING

OPEN, AXIAL, AND FOCUSED CODING AS DIFFERENT ANALYTICAL MOVES

04 Different coding stages move the researcher from fragmentation to structure e.g., from scattered fragments of interview text to an interpretable conceptual map.





THEMATIC ANALYSIS

FROM CODES TO PATTERNS OF SHARED MEANING



Thematic analysis identifies and develops patterned meaning across a dataset

e.g., repeated references to shame, anticipation, and recovery may form a larger theme about failure stigmatization



THEMATIC ANALYSIS

FROM CODES TO PATTERNS OF SHARED MEANING



Themes are not simply topics; they are interpretive patterns

e.g., “trust” becomes a theme only when it explains something analytically, not merely because the word appears often



THEMATIC ANALYSIS

FROM CODES TO PATTERNS OF SHARED MEANING



Thematic analysis is flexible but demands rigor

e.g., themes must be grounded in data, coherent internally, and distinct from one another



THEMATIC ANALYSIS

FROM CODES TO PATTERNS OF SHARED MEANING



A theme should help answer the research question, not merely decorate the results

e.g., themes must explain how meaning is organized, not just label what was discussed

THE STEPS OF THEMATIC ANALYSIS

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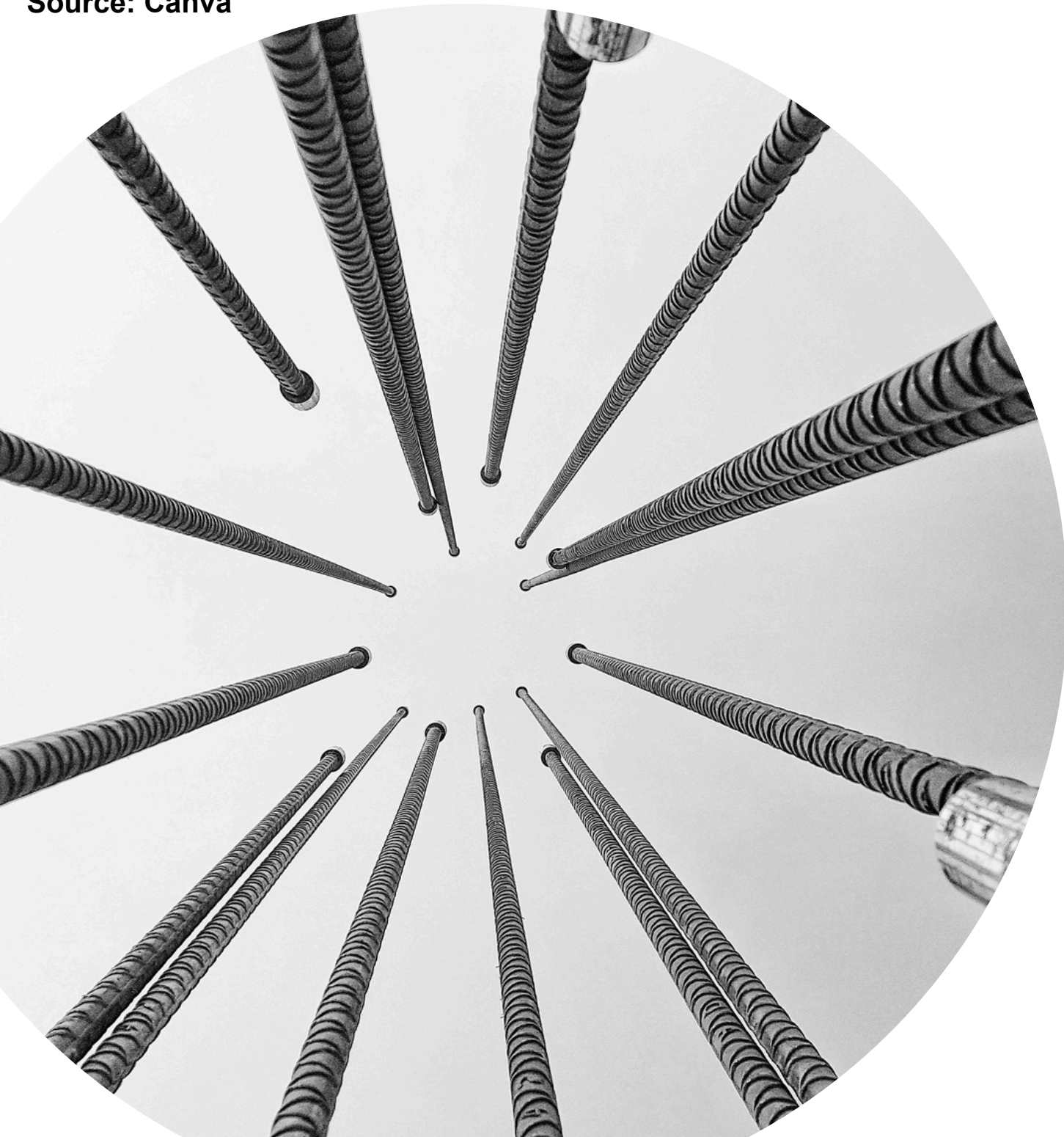


HOW THEMES ARE BUILT, NOT DISCOVERED BY ACCIDENT

- 01** **Thematic analysis begins with familiarization**
e.g., reading interview transcripts repeatedly until the researcher starts sensing recurring patterns.
- 02** **Initial codes are generated before themes are searched for**
e.g., “fear of disappointing others,” “being guided,” and “learning silence” may begin as separate codes.

THE STEPS OF THEMATIC ANALYSIS

Source: Canva



HOW THEMES ARE BUILT, NOT DISCOVERED BY ACCIDENT

03 Themes are reviewed, refined, and named, not simply collected
e.g., a draft theme such as pressure may later be split into obligation and identity control.

04 Writing is part of analysis, not just presentation
e.g., researchers often discover weak themes only when they try to explain them in prose.

ENTREPRENEURSHIP EXAMPLE

THEMATIC ANALYSIS OF VENTURE FAILURE STIGMATIZATION

01

Thematic analysis can reveal process, not just topic clusters

e.g., failure stigma unfolds through anticipating, meeting, and transforming failure rather than appearing as one static experience

02

A good theme organizes lived experience into an explanatory sequence

e.g., entrepreneurs do not simply “feel stigma”; they anticipate it, confront it, and reinterpret it.



source: <https://share.google/OgNp52sR38PNBB0Ev>

ENTREPRENEURSHIP EXAMPLE

THEMATIC ANALYSIS OF VENTURE FAILURE STIGMATIZATION

03

Qualitative analysis becomes stronger when it captures temporal movement

(e.g., saying “most respondents were experienced users” is more informative than merely listing percentages.)



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FAMILY BUSINESS EXAMPLE



CODING TOWARD A FRAMEWORK OF FAMILY BUSINESS EFFICACY

01

Coding can support construct building in qualitative research

e.g., family business efficacy emerged through first-order and second-order themes rather than through ready-made questionnaire categories.

FAMILY BUSINESS EXAMPLE



CODING TOWARD A FRAMEWORK OF FAMILY BUSINESS EFFICACY

02

Open and axial coding help move from raw perceptions to conceptual dimensions

e.g., scattered statements about unity, support, and shared effort can become dimensions of collective efficacy.

FAMILY BUSINESS EXAMPLE



CODING TOWARD A FRAMEWORK OF FAMILY BUSINESS EFFICACY

03 Qualitative analysis can generate theory-relevant architecture
e.g., eight dimensions of family business efficacy emerged from systematic coding and thematic consolidation.

MANAGEMENT / SERVICE EXAMPLE

Source: Canva



THEMATIC ANALYSIS IN ANALYTICS-BASED DECISION-MAKING

01

Thematic analysis can integrate interview evidence with broader conceptual work

e.g., service-system analytics research combines literature review, thematic analysis, and interviews to build a decision framework

02

Themes can be used not only to describe experience, but also to build process models

e.g., qualitative themes can become steps in a managerial decision framework.

MANAGEMENT / SERVICE EXAMPLE

Source: Canva



THEMATIC ANALYSIS IN ANALYTICS-BASED DECISION-MAKING

03

Qualitative analysis is valuable when organizations face emerging and complex phenomena
e.g., service analytics adoption involves practices and judgments that are not yet fully standardized.

COMMON MISTAKES IN QUALITATIVE DATA ANALYSIS



Why Many Studies Collect Rich Data but Produce Thin Findings

Many researchers confuse coding with mere labeling

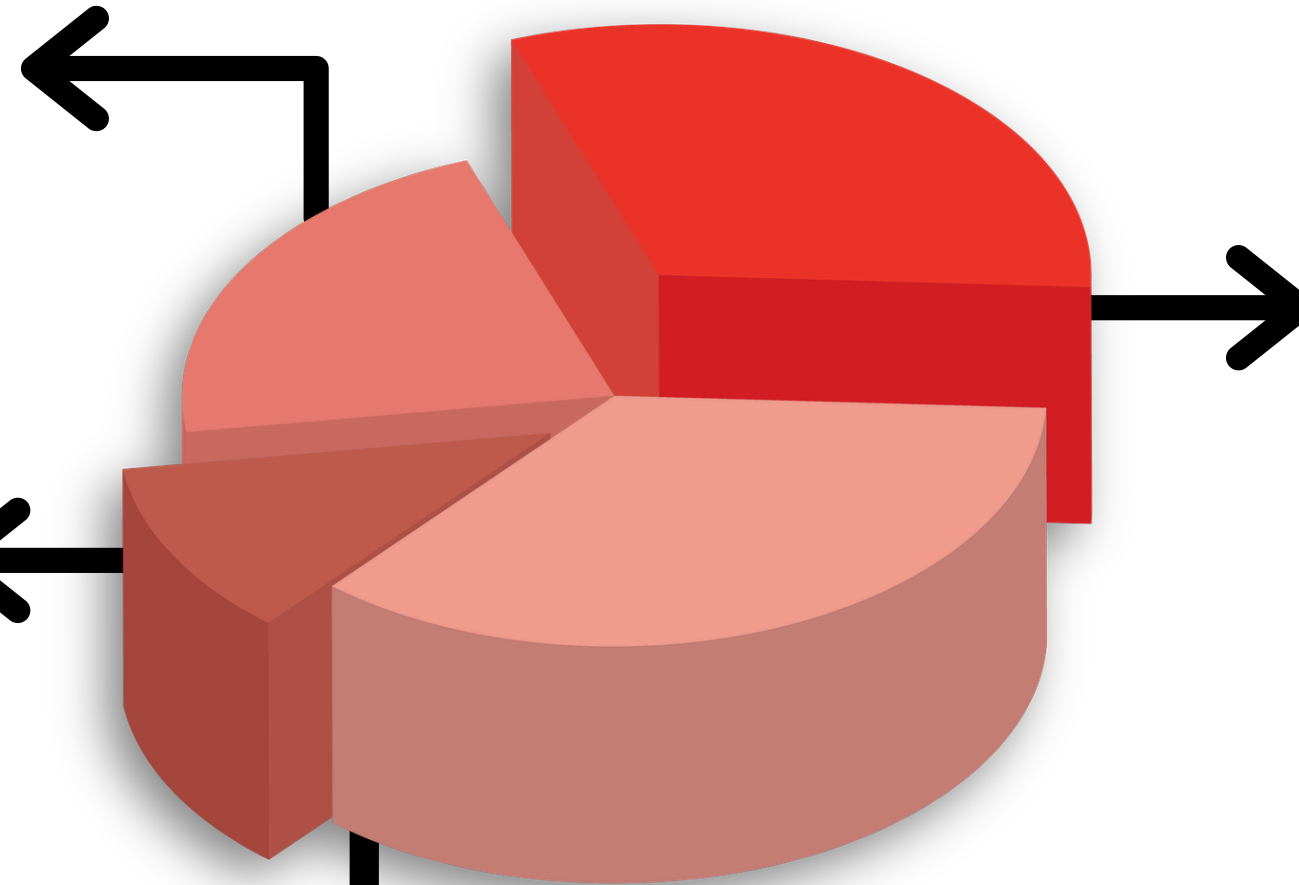
e.g., attaching topic tags without asking what they mean analytically

Others mistake topics for themes

e.g., “family,” “trust,” or “failure” may be topics, but not yet themes unless they explain something patterned

Some analyses stay too close to the data and never reach interpretation

e.g., pages of quotes are presented without conceptual movement.



Thin analysis often comes from rushing theme development

e.g., naming themes too early before coding patterns are sufficiently tested across the dataset.

CONCLUSION!

Coding and Thematic Analysis as Disciplined Interpretation

01

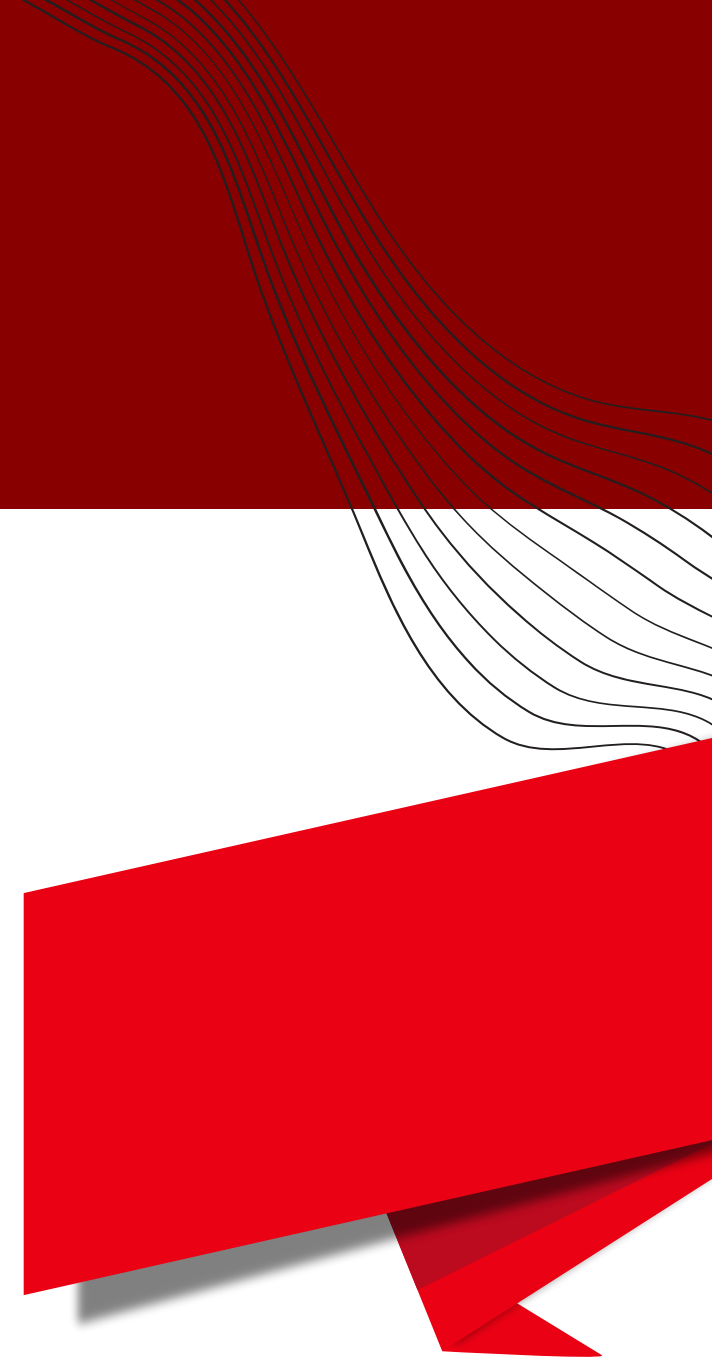
Qualitative data analysis turns rich material into structured insight

e.g., interviews, notes, and documents become explanatory patterns through coding and theme development.

02

Coding is the first discipline of interpretation

e.g., it helps researchers move from raw statements to analytical categories.



CONCLUSION!

Coding and Thematic Analysis as Disciplined Interpretation

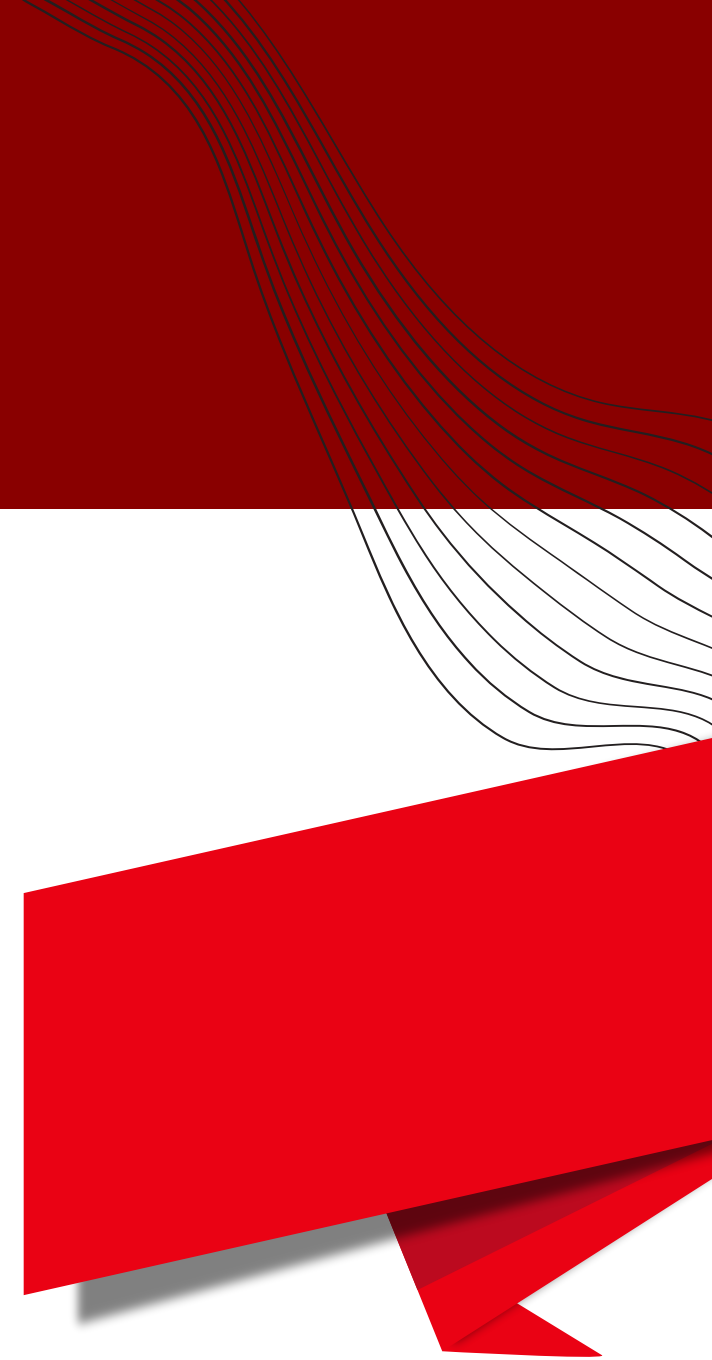
03

Thematic analysis develops patterns of shared meaning that answer the research question

e.g., themes explain how experience is organized, not just what was mentioned.

04

Strong qualitative research depends on rigor, iteration, and interpretive discipline



KEY TAKEAWAYS

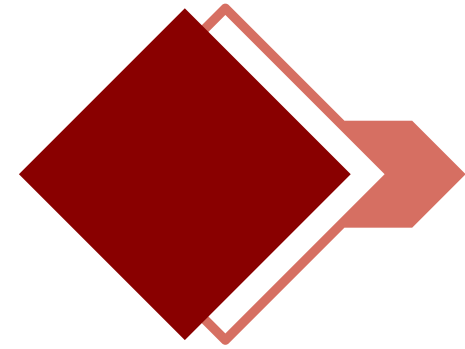
Coding is not clerical work; it is analytical work.

Themes are not just recurring topics; they are patterned meanings

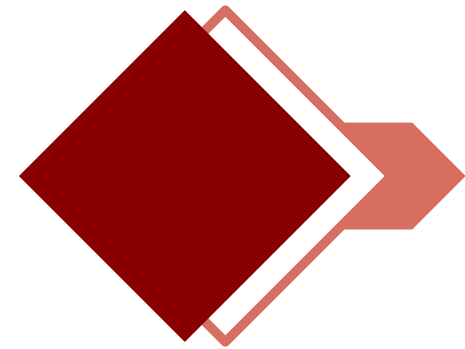
Good qualitative analysis is iterative, reflexive, and conceptually ambitious

Rich data become strong findings only through rigorous analysis

CLOSING REMARKS



Qualitative data do not become findings by themselves

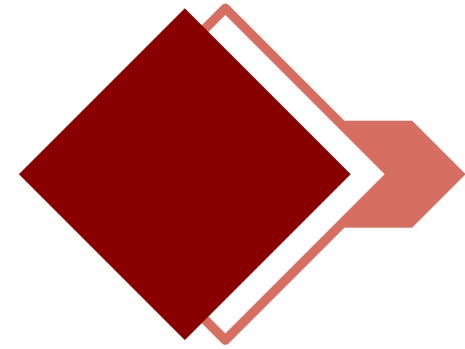


Researchers must build explanation through careful coding and theme development

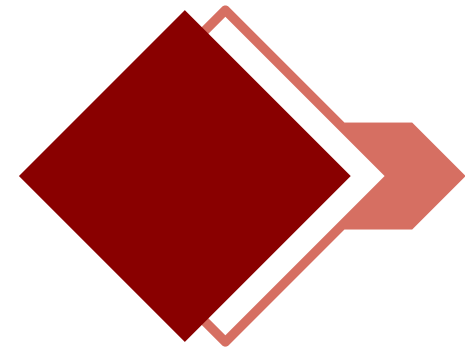


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CLOSING REMARKS



The value of qualitative research lies in depth, pattern, and interpretation



The next step is to learn how qualitative findings are written into persuasive academic arguments



source: <https://share.google/jVUio3THQSjccu9nA>



See you in Meeting
12, with the topic:

**Interpreting Research
Findings**



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**THANK
YOU**