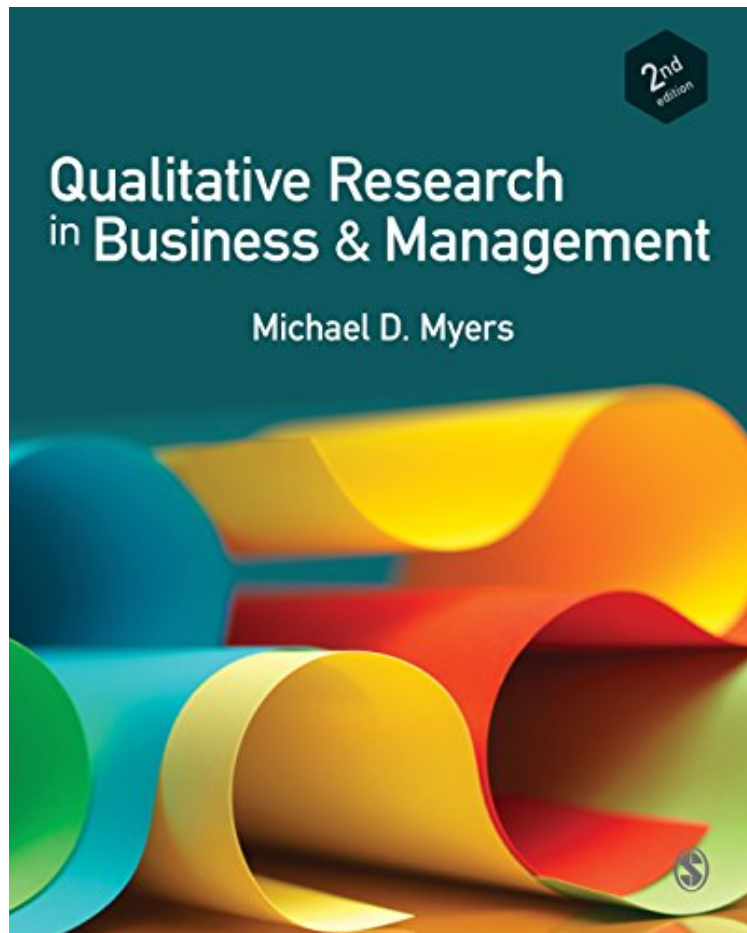


Qualitative Research in Business and Management

Michael David Myers

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About the AuthorMichael D. Myers is Professor of Information Systems and Head of the Department of Information Systems and Operations Management at the University of Auckland Business School, Auckland, New Zealand. He has won numerous awards including Best Paper award for the most outstanding paper published in MIS Quarterly in 1999. He served as President of the Association for Information Systems (AIS) in 2006-2007 and is a Fellow of AIS.