Question:
Where Do We Find Strategy?
The terms “emic” and “etic” were derived from the linguistic words “phonemic” and “phonetic” (Pike, 1966). When a sound difference between two words produces a meaning difference, the linguistic difference is said to be “phonemic.” When a sound difference between two words does not produce a meaning difference, the linguistic difference is “phonetic.”
Distinction Between Emic & Etic Research

Emic research …

reports members or subjects views of their social and organizational activities.
Distinction Between Emic & Etic Research

Emic research …

especially characteristic of anthropological approaches
Distinction Between Emic & Etic Research

Emic research …

- inductive methods (bottom up)
- “look before you think”
- qualitative methods
  describe socially constructed realities
  interviews
  observations
  participant observations
Distinction Between Emic & Etic Research

Emic research …

strategy is located and happens where the participants think it does.
Distinction Between Emic & Etic Research

Etic research …

reports an outsider’s (e.g., a researcher’s) views or what of subjects social and organizational activities.
Distinction Between Emic & Etic Research

Etic research …

- deductive methods (top down)
- “think before you look” (hypothesize, then test)
- quantitative methods
  positivist (discover the world out there)
  coding & counting
Distinction Between Emic & Etic Research

Etic research …

strategy is located where the researchers things it does.
Distinction Between Emic & Etic Research

- In research on routines, ostensive aspects refer to the abstract patterns that emerge from performative.

- Different points of view make possible different views of routine.

- Subjects may see different routines; researchers may see yet others.