## PAPER:

## MATCHING RESEARCH METHODOLOGIES TO ORGANISATIONAL EXPERIENCES

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## Abstract:

There is often a huge gap between the theory that we read and the reality that we experience. How do we bring the two together?

I believe it is through qualitative approaches to research that make room for the research's personal experiences. This is often seen as an alternative approach to research, as it allows research to be a process rather than a product, experience rather than work, and lived rather than done.

There is a need to recognise that not all research can provide us with politically correct answers and business solutions, as in reality there is no "quick fix" solution. How often have our research solutions actually changed anything?

I propose that we need to use research methodologies and methods that allow us to study what we are actually feeling, experiencing and observing, and that this continually changes and unfolds. We may need to set our own inner guidelines and stop relying purely on mythical rules.

I explore research methodologies/method that find meaning within the self, study phenomena that disturb and challenge our existence, employ both subjective and objective perspectives and allow us to bring us heads, hearts and souls into the research process.