



THE **HEART** OF

THE QUALITATIVE REPORT

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***THE QUALITATIVE REPORT* 13TH ANNUAL CONFERENCE – CLOSING PLENARY**

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THE QUALITATIVE REPORT



THE HEART OF *THE QUALITATIVE REPORT*

SINCE 1990, WE HAVE APPROACHED *TQR* AS A **LIVING, BREATHING COMMUNITY** MADE UP OF RESEARCHERS, RESEARCH PARTICIPANTS, AUTHORS, READERS, EDITORS, REVIEWERS, PRESENTERS, WORKSHOP ATTENDEES, AND CONFERENCE GOERS FROM AROUND THE WORLD WHO THINK QUALITATIVE RESEARCH CAN MAKE A DIFFERENCE.



THE HEART OF *THE QUALITATIVE REPORT*



WE WONDER WITH ALL THE AVAILABLE JOURNAL AND CONFERENCE OPTIONS, WHY DO AUTHORS CHOOSE *TQR* FOR THEIR PAPERS, WHY DO PEOPLE DECIDE TO SUBMIT THEIR ABSTRACTS TO OUR CONFERENCE, WHY DO THOUSANDS OF AUTHORS DOWNLOAD *TQR* ARTICLES EVERY DAY, WHY DO OUR REVIEWERS REVIEW DOZENS OF PAPERS EACH YEAR, AND WHY DO WE AS EDITORS SPEND COUNTLESS HOURS WORKING WITH AUTHORS AND THEIR PAPERS?

THE HEART OF *THE QUALITATIVE REPORT*

AT ITS HEART, WE THINK *TQR*'S PRIMARY PURPOSE IS TO **CREATE MEANINGFUL HUMAN CONNECTIONS**; THAT IS OUR "WHY." THAT IS WHY WE EXIST AND PERSIST. PLEASE JOIN US IN THIS INTERACTIVE SESSION AS WE EXPLORE THESE "WHY" QUESTIONS.



LOOKING AT *TQR'S* PURPOSE

- **WHAT DOES THE WORLD NEED?**
- **WHAT IS *TQR* UNIQUELY GOOD AT?**
- **HOW CAN *TQR* CREATE VALUE?**
- **WHAT ARE PEOPLE IN THE *TQR* COMMUNITY PASSIONATE ABOUT?**

SOURCE: *THE HEART OF BUSINESS*, HUBERT JOLY, 2021

THE QUALITATIVE REPORT **DIFFERENCE**

IN 1990, WE LAUNCHED *THE QUALITATIVE REPORT* AS A PAPER JOURNAL IN ORDER TO GIVE WRITERS AND RESEARCHERS AN OUTLET FOR EXPRESSING THEMSELVES IN AND ABOUT QUALITATIVE RESEARCH. THERE WERE FEW JOURNALS OPEN TO PUBLISHING QUALITATIVE RESEARCH AT THAT TIME.

WE ENVISIONED *TQR* AS **A SAFE HAVEN** FOR AUTHORS AND READERS TO EXPLORE THESE NEW AND “STRANGE” APPROACHES TO DISCOVERY AND EXPLORATION.



THE QUALITATIVE REPORT **DIFFERENCE**

TQR IS NOT BUILT UPON REJECTION RATES; RATHER, WE DISTINGUISH OURSELVES BY ASSISTING AUTHORS TO IMPROVE THEIR WRITING, THEIR RESEARCH, AND THEMSELVES. **WE BELIEVE IN OUR AUTHORS AND THEIR RESEARCH. SOMETIMES, THAT QUALITY IS NOT READILY APPARENT IN THEIR WRITING SO WE WORK WITH THEM TO BRING OUT THE BEST IN THEIR WORK. THE TENOR OF OUR EDITORIAL RELATIONSHIPS IS ONE OF RESPECT AND COLLABORATION.**

THE QUALITATIVE REPORT **DIFFERENCE**



OUR EDITORIAL REVIEW PROCESS ALSO BENEFITS REVIEWERS AND EDITORS. REVIEWERS RECEIVE FEEDBACK ON THEIR REVIEWS AND COMMENTARY FROM THE AUTHORS AND EDITORS. EDITORS LEARN WAYS TO IMPROVE ALL THE EDITORIAL INTERACTIONS FROM FEEDBACK GIVEN BY REVIEWERS AND AUTHORS. THE GOAL IS FOR ALL MEMBERS OF THE MANUSCRIPT DEVELOPMENT TEAM TO **LEARN FROM THE EXPERIENCE OF WORKING TOGETHER.**

TQR COMMUNITY

Journal	Conference	Social Network	Weekly	Resources
Authors	Presenters	Web Page	Subscribers	Workshops
Reviewers	Plenary Speakers	Listservs	Job Seekers	Certificate
Editors	Sponsors	Facebook	Writers	PowerPoints
Readers	Attendees	Twitter	Readers	White Papers

TQR COMMUNITY – 2021

Journal	Conference	Social Network	Weekly	Resources
837,000 Downloads	180 Presenters	8126 <i>TQR</i> Subscribers	52 Issues	4 Workshops
677 Submissions	798 Attendees	1238 QUAL Subscribers	9,364 Subscribers	370 Workshop Attendees
216 Publications	5 Sponsors	8512 Twitter Followers	169,974 Sessions	2 PowerPoints
184 Editors & Reviewers	7 Plenary Speakers	4268 Facebook Fans	137,016 Users	11 Guides/Papers

INTERNATIONAL – 100 COUNTRIES

ARGENTINA, AUSTRALIA, THE BAHAMAS, **BAHRAIN**, BANGLADESH, **BELARUS**, BELGIUM, BOLIVIA, **BOSNIA AND HERZEGOVINA**, BOTSWANA, BRAZIL, BRUNEI, CANADA, CHINA, COLOMBIA, THE CONGO, CYPRUS, CZECH REPUBLIC, DENMARK, DUBAI, ECUADOR, EGYPT, ESTONIA, ETHIOPIA, FIJI, FINLAND, FRANCE, GERMANY, GHANA, GREAT BRITAIN, GREECE, GRENADA, GUATEMALA, GUYANA, HONG KONG, HUNGARY, INDIA, INDONESIA, IRAN, IRAQI KURDISTAN, IRELAND, ISRAEL, ITALY, JAMAICA, JAPAN, JORDAN, KAZAKHSTAN, KENYA, LEBANON, **LITHUANIA**, MACAU, MALAYSIA, MALTA, MEXICO, **MOROCCO**, MYANMAR, **NAMIBIA**, NEPAL, THE NETHERLANDS, NEW GUINEA, NEW ZEALAND, NIGERIA, NORWAY, OMAN, PAKISTAN, PALESTINE, PERU, THE PHILIPPINES, POLAND, PORTUGAL, PUERTO RICO, **QATAR**, ROMANIA, RUSSIA, SAUDI ARABIA, SCOTLAND, SINGAPORE, SLOVAKIA, SLOVENIA, SOUTH AFRICA, SOUTH KOREA, SPAIN, SRI LANKA, SWEDEN, SWITZERLAND, TAIWAN, **TAJIKISTAN**, TANZANIA, THAILAND, TRINIDAD AND TOBAGO, TURKEY, UGANDA, UNITED ARAB EMIRATES, UNITED STATES, **URUGUAY**, VIET NAM, VIRGIN ISLANDS, WALES, ZAMBIA, AND **ZIMBABWE**. **** NEW IN 2021**

WHY DO **AUTHORS** CHOOSE *TQR*?



TQR COMMUNITY VALUES

- ✓ DEVELOPMENT/GROWTH
- ✓ RELATIONSHIP
- ✓ VARIETY
- ✓ OPENNESS
- ✓ ACCESS
- ✓ QUALITY

“

LAST YEAR, I PUBLISHED A PAPER IN *THE QUALITATIVE REPORT*. THE EDITORIAL COMMENTS AND SUGGESTIONS TOTALLY CHANGED MY WAY OF AUTHORIZING QUALITATIVE STUDIES. I USED TO BE A QUANTITATIVE-ORIENTED RESEARCHER, BUT GETTING FAMILIAR WITH THE IDEA BEHIND *TQR* AND HOW THE EDITORS TRY TO IMPROVE THE RESEARCHERS' WRITING CHANGED MY VIEW. NOW, I AM A BIG FAN OF QUALITATIVE STUDIES. IT WOULD BE A GREAT HONOUR TO PUBLISH A PAPER IN THIS 'ACADEMIC' JOURNAL.

”

DEVELOPMENT AND GROWTH

“

I AM REALLY GLAD TO HEAR THE NEWS THAT YOUR JOURNAL HAS ACCEPTED MY MANUSCRIPT. I DON'T HAVE WORDS TO TELL YOU HOW I AM REALLY GRATEFUL THAT YOUR JOURNAL HAS SEEN SOMETHING VALUABLE IN MY RESEARCH AND HELPED ME TO IMPROVE IT. THE MDP IS QUITE A REVOLUTIONARY APPROACH THAT EMPOWERS AND ENRICHES AUTHORS. I WISH JOURNALS ALL OVER THE WORLD ADOPT YOUR APPROACH AND REVOLUTIONIZE THE MANUSCRIPT REVIEW PROCESS IN THE ACADEMIC JOURNAL WORLD. IT WOULD BE THE NEXT PHASE IN THE GLOBAL KNOWLEDGE PRODUCTION AND REPRODUCTION PROCESS.

”

DEVELOPMENT AND GROWTH

“

... BECAUSE THE MISSION OF *THE QUALITATIVE REPORT* IS TO NURTURE AND MENTOR AUTHORS WHO SUBMIT THEIR PAPERS AND TO SUPPORT THEM THROUGHOUT THE PAPER DEVELOPMENT PROCESS. THEREFORE, I REALLY HOPE THAT BY SUBMITTING MY PAPER TO *THE QUALITATIVE REPORT*, I WILL GET INSIGHTFUL ADVICE FOR THE SAKE OF MY PAPER IMPROVEMENT.

”

RELATIONSHIP

“

I CHOSE TO SUBMIT TO *TQR* BECAUSE I READ THAT THIS JOURNAL DOES NOT BUILD ON THE NUMBER OF REJECTION RATES BUT RATHER WORKS WITH AUTHORS TO IMPROVE WRITING SKILLS AND MANUSCRIPTS. I WAS PARTICULARLY EXCITED THAT *TQR*'S MISSION IS A LEARNING ENVIRONMENT AND I WILL RECEIVE MENTORING AND COACHING THROUGHOUT THE MANUSCRIPT PROCESS FOR PUBLICATION. I LOOK FORWARD TO WORKING WITH EVERYONE SO I CAN MATURE IN DEVELOPING MY FIRST MANUSCRIPT TO PUBLICATION.

”

RELATIONSHIP

“

THE QUALITATIVE REPORT IS A REPUTABLE JOURNAL
WITH UNIQUE AND EMERGING WAYS OF PUBLISHING
QUALITATIVE WORK ACROSS NUMEROUS DISCIPLINES.

”

VARIETY

“

I DECIDED TO SUBMIT MY PAPER TO *TQR* BECAUSE OF THE AIMS AND SCOPE. I APPRECIATED THE RECOGNITION THAT QUALITATIVE RESEARCH IS DIVERSE AND CAN INCLUDE A VARIETY OF METHODS. THE OPENNESS TO DIFFERENT PERSPECTIVES AND WORKS IS WHAT MADE *TQR* STAND OUT TO ME. I ALSO FEEL MY METHODOLOGY WOULD FIT WELL WITH THE SCOPE OF THE JOURNAL.

”

VARIETY

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THE JOURNAL IS OPEN TO A WIDE RANGE OF SUBJECT
MATTERS USING DIFFERENT QUALITATIVE METHODS.

”

OPENNESS

“

I DECIDED TO SUBMIT THIS MANUSCRIPT TO *TQR* FIRST, DUE TO MY APPRECIATION FOR THE JOURNAL'S OPEN ACCESS STATUS AND CELEBRATION OF DIVERSE QUALITATIVE WORK, INCLUDING CRITICAL AUTOETHNOGRAPHY. IN ADDITION, AS THIS MANUSCRIPT CONSIDERS MY ENGAGEMENT IN TEACHING, CLINICAL, AND SCHOLARLY ROLES, I BELIEVE IT SUITS THE READERSHIP AND INTERESTS OF THE JOURNAL. I ALSO APPRECIATE *TQR*'S EMPHASIS ON MANUSCRIPT DEVELOPMENT AND COLLECTIVE ENGAGEMENT.

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OPENNESS

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THE OPEN ACCESS SEEMS LIKE MY RESEARCH WILL BE ABLE TO HAVE A BROADER IMPACT. I ALSO APPRECIATE THAT THE JOURNAL SEEMS TO BE OPEN TO PUBLISHING PRACTITIONER-BASED STUDIES. ALSO, SINCE THE JOURNAL IS OPEN, MORE PRACTITIONERS WITHOUT ACCESS TO PAID SUBSCRIPTIONS WILL BE ABLE TO BENEFIT FROM MY RESEARCH.

”

ACCESS

“

THIS PAPER IS REFERENCED IN A TEXTBOOK CHAPTER. I WANTED AN OPEN ACCESS PUBLICATION FOR THE BENEFIT OF READERS. I ALSO KNOW THAT TQR USES EXPERT QUALITATIVE REVIEWERS, AND THIS IS NOT THE CASE WITH ALL OTHER JOURNALS.

”

ACCESS

“

I KNOW THE JOURNAL, ONE OF THE BEST IN QUALITATIVE RESEARCH. THE TREATMENT OF THE EDITORS AND REVIEWERS TOWARDS THE SUBMITTED PAPERS IS UNBEATABLE. THE QUALITY OF THE ARTICLES PUBLISHED IN THIS JOURNAL IS AN INCENTIVE FOR US, AS AUTHORS.

”

QUALITY

“

I HAVE GONE THROUGH THE DETAILS OF THE VISION OF *TQR* AND HOW THIS PRESTIGIOUS JOURNAL WORKS TO SUPPORT THE SCHOLARS/RESEARCHERS. I AM CONVINCED THAT THIS JOURNAL MAINTAINS SET STANDARDS AND QUALITY.

”

QUALITY

“

AS A FELLOW SOCIAL SCIENTIST, I NEED A PROFESSIONAL JOURNAL PLATFORM THAT PROVIDES A POSITIVE AND CONSTRUCTIVE LEARNING ENVIRONMENT. I ALSO NEED TO PUBLISH A HIGH-QUALITY ARTICLE ACCOMPANIED BY A PRESTIGIOUS QUALITATIVE JOURNAL EDITORIAL TEAM. *THE QUALITATIVE REPORT* OFFERS ME THE OPPORTUNITY I HOPE FOR BECAUSE I THINK WE SHARE THE SAME SPIRIT. *THE QUALITATIVE REPORT'S* EDITORIAL TEAM IS DEDICATED TO THE DEVELOPMENT PROCESS AND THE GROWTH OF AUTHORS-MENTORS RELATIONS. *THE QUALITATIVE REPORT* CHERISHED ME MORE TO WRITE IN A QUALITATIVE APPROACH.”

COMMUNITY VALUES

WHY DO EDITORS CHOOSE *TQR*?



“

AFTER PHD GRADUATION I HAD THE NASTIEST REVIEWS AND I FELT THAT WAS NOT CONDUCTIVE TO DEVELOPING THE FIELD OR INDIVIDUALS. I HAVE APPRECIATED THE *TQR* APPROACH TO DEVELOPMENT.

”

TQR COMMUNITY VALUES

“

ORIGINALLY, I GOT INVOLVED BECAUSE I WAS
NEW AS A PHD AND COULD MAINTAIN A HOME IN
QUALITATIVE RESEARCH.

”

***TQR* COMMUNITY VALUES**

“

I THINK OF AUTHORS AS STUDENTS IN MY CLASS WHO
HAVE VALUE AND ARE TRYING TO ACCOMPLISH
SOMETHING.

”

***TQR* COMMUNITY VALUES**

“

WHY DO I STAY? I HAVE LEARNED SO MUCH ABOUT ETHICAL REVIEWING—SUPPORTIVE, KIND, EDUCATIONAL, ENCOURAGING, GEARED TOWARD ADVANCING. I USE THE “READY REVIEW COMMENTS” FOR PHD STUDENTS WHO ARE LEARNING TO REVIEW.

”

***TQR* COMMUNITY VALUES**

“

TQR AS A SITE, JOURNAL, CONFERENCE = A
“WATERING HOLE” TO BRING PEOPLE TOGETHER AND
GATHER TO LEARN.

”

***TQR* COMMUNITY VALUES**

“

THE REVIEWING PROCESS IS A CONVERSATION WITH AUTHORS AND I CAN BE VISIBLE IN THAT PROCESS, I CAN BE KIND AND COLLABORATIVE—NOT HUMILIATING.

”

TQR COMMUNITY VALUES

WHY DO **CONFERENCE ATTENDEES** CHOOSE *TQR?*



The image features the TQR logo on the left, which includes a blue globe icon and the text "TQR" in large white letters, with the tagline "WHERE THE WORLD COMES TO LEARN QUALITATIVE RESEARCH" below it. To the right is a network diagram on a dark blue background with glowing blue nodes and connecting lines. The diagram contains several text labels: "Qualitative" (top left), "Calls" (top center), "Research" (top right), "Jobs" (far right), "Resources" (middle left), "Conferences" (middle right), "News" (bottom right), "Phenomenology" (bottom center), "Ethnography" (bottom right), and "Anthropology" (bottom left).

TQR
WHERE THE WORLD COMES TO LEARN
QUALITATIVE RESEARCH

Qualitative
Calls
Research
Jobs
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Conferences
News
Phenomenology
Ethnography
Anthropology

HOW CAN *TQR* IMPROVE?



REFERENCE

JOLY, H. (2021). *THE HEART OF BUSINESS*. HARVARD BUSINESS REVIEW.

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