**Potential of Phenomenology in Management and Development Studies**

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Today, we are going to deliberate upon the broad contours of Phenomenology as philosophy of science for management and development studies. Phenomenology is both a discipline in philosophy and research method, studying the structure of various types of experiences embedded in phenomena. A phenomenon includes anything that involves involving perception, thought, memory, imagination, emotion, desire, and volition to bodily awareness, embodied action, and social activity, including linguistic activity. This approach to research inquiry provides a description (the what) of the experience rather than explanations (the why) of the experience and also bring to light the meaning individuals derive from their experiences (van Manen 1990). Here the focus in not to find “new facts” but to generate enriched interpretations of the familiar in the “real world”, which are usually taken for granted (Steiner 1995). In this talk, our focus is on the phenomenology as a research method and to consider phenomenological analysis to study traditional research problems in social science.

The foundation of phenomenological research is anchored in the philosophical traditions of Edmund Husserl, who describes phenomenology as the way knowledge comes into being, which is from an individual’s experience with the phenomenon (Schipper 1999; Thévenaz & Edie 1962; van Manen 1990). There are epistemological, ontological and methodological issues and diverse methodological applications of phenomenology. One of the major points of difference in each of the varied phenomenological traditions relates to the manner in which lived experience is explored. Lived experience provides a firsthand account of the phenomenon; therefore, it is an integral aspect of the phenomenological study. Experiences are fluid in nature and cannot be examined through objective lens and predefined constructs. It includes events of which the individual is unaware, as well as all the phenomena that are in consciousness. The basic premise is that truths are accessible only through inner subjectivity and the social objects are concept-dependent.

Field of management and development studies are broad and multidisciplinary. Phenomenology, as a research method is infrequent in the research discourse of both these discipline. Phenomenology, as such does not present a new fact or view, but it does provide a new way of viewing a developmental, management, institutional, organisational or other problem. Phenomenological approach has been core to Education and health science; however it has been undermined as a research approach in management and development field. The value of phenomenological approaches to management and development research is that the emergent themes and underlying essences may serve to validate and complement quantitative research finding. Thus, range of human experiences and structure and essence of these lived experiences can help to undertake an in-depth local formative research for understanding existing practices, norms, preferences and the context of the phenomena itself. For development studies, phenomenological approach can help not only in listening to the voices of marginalised group (subjects) but it also gives insights on the lived experiences in terms of evaluation of what went right or wrong. Overall, qualitative research insights ensuing from phenomenology strengthen the planning, design, development and evaluation of development and management programmes. Furthermore, phenomenology can complement integrative research designs and methodological pluralism, enabling strong analytical rigour to research project.

**References**

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**Brief Bio :**

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