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# Grounded theory and social process: A new direction for leadership research

Ken W. Parry

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### Abstract

The purpose of this article is to argue the case for the use of grounded theory as a valid method for researching the process of leadership. The contention is that leadership is a social influence process, and that mainstream leadership research methodologies have been partially unsuccessful in theorizing about the nature of these processes. Grounded theory is a method which, if applied rigorously, will help to overcome the deficiencies in mainstream leadership research methodology. The underlying criterion driving grounded theory is to generate leadership theory rather than to test theory.



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