Business Anthropology

Jacob Clawson

Utah Valley University

Kim Abunuwara

To: Breanna Hale, Bryan Eldredge, Kim Abunuwara

From: Jacob Clawson

Date: 11/30/2022

Subject: Capstone 1 Proposal

THESIS STATEMENT & PROJECT SUMMARY

Organizations both public and private pursue employees who better the institution. This is everyday knowledge though business owners/CEOs might not see employing an anthropologist as a benefit. Anthropology (a comparative and holistic study of mankind) intersects with business (a commerce between people and organizations) around people, culture, and society. Anthropologists have been pushing for inclusion and jobs within the business world over the past several years by portraying the benefits that would come. Business owners/CEOs are however still skeptical of an anthropologist's value. Anthropologists argue that business evolves around human experience, anthropological perspectives therefore could and should be used in business research and interactions. Anthropologists use methods such as participant observation and ethnographic immersion to better understand the community being researched. It is necessary to understand the people involved to carry out an effective business, anthropologists and their specific use of their research methods are perfect to perform this work.

Therefore, I will be creating an LLC focused on bringing my knowledge and expertise in the field of anthropology to the business world as a consultant. My consultant role will be to push the inclusion of anthropological understanding into the workplace and business structure, providing key insight into how the company performs and operates as its own unique culture/ environment. With this LLC I will be able to provide an anthropological perspective to many companies looking to better their business internally (employee satisfaction, communication,

profitability, etc.) and externally (customer relations, tailored products/service that clients need, marketing, etc.). By having integration periods with the companies that I will be contracted with, I will participate in the company's work, i.e., project or management meetings, activities, etc., while conducting anthropological fieldwork, i.e., interviews, participant observation etc. to find where the company needs to improve, implement, and understand their business composition.

INTODUCTION TO RESEARCH & LITERATURE

An anthropologist's work is important to understand, specifically the way it is performed. Both natural sciences and social sciences observe phenomena relative to other phenomena. Natural sciences like biology, explain the phenomena quantitatively where social sciences like anthropology, explain it qualitatively. Contextualization is important in anthropological research as well as an immersion with the culture, subjects, and setting being studied or known as participant observation. Anthropologists use ethnographic methods to produce a narrative or explanation for behavior, social structures, belief systems etc. against a theoretical backdrop. The subjectivity of individuals must therefore be acknowledged; this is done through participant observation and face-to-face interviewing/social integration. The only way anthropologists control subjectivity is by recognizing that it exists. Figure one presented in Pant and Fernando's

paper "Anthropology and Business: Reflections on the Business Applications of Cultural Anthropology" attempts to explain the natural sciences against anthropology through a comparison chart.
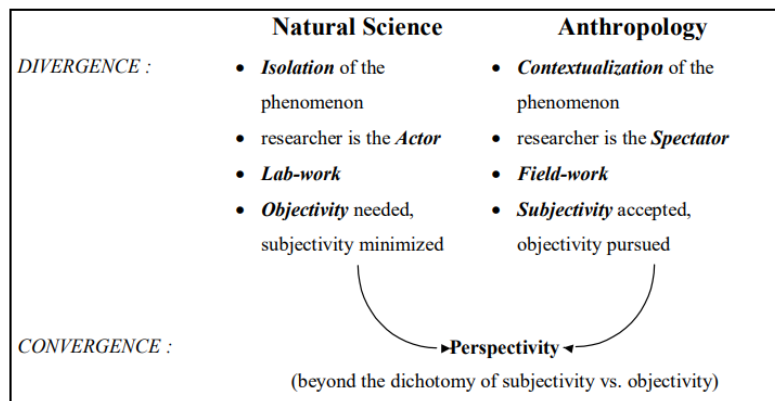

Figure 1. Natural Science vs. Anthropology: divergence and convergence

Natural scientists, like a chemist for example observes phenomena and seeks to isolate said phenomena in order to understand its makeup (i.e., atoms, molecular structure, etc.) Social scientists, like an anthropologist, observes phenomena and seeks to understand its contextualization. For example, anthropologist ask, how does this individual in study relate to other individuals around them and their environment? The chemist does lab work mainly in isolation and the subjective nature of the study is sometimes overtaken by objective understanding. The anthropologist does field work, they are not in isolation in fact they thrive upon social interaction and subjective understanding. Through this chart from Pant and Fernando's paper we see this comparison though also the convergence between the natural sciences and the social sciences. Both sciences find a perspective or conclusion through which they understand their research. Sometimes these perspectives can be similar, even though they were reached through different methods. Most often the perspectives are different though they both add meaningful contributions to the sciences. The perspectives or conclusions in themselves are understood as things beyond the viewpoint of subjectivity and objectivity, they simply reach a new understanding of existence.

A Brief History:

Cultural imperialism (threating the way of life in smaller or less complex societies through the spreading of capitalism and monetary economy) drew the first criticism that sparked the practice of anthropology. Anthropologists came into the social science field through activism and advocacy against an imperial takeover of culture, tradition, etc., due to an industrial/colonial expansion. It then evolved into what it is today, a holistic and comprehensive study on the human reality. In recent decades business as part of everyday human reality has started to become an important new discipline in anthropology.

Anthropology Connecting to Business:

Business can be viewed as a microcosm of the world, each business containing its own individual culture and each culture interacting with other cultures reflects society. Individuals have their own intellects or selves, and these must interact with other selves who are also individual. These networks of selves form collectives who can decide institutional structures, and these collectives can grow. Business is the same way and while past anthropologists focused on language, biology or archeology, the new anthropologist generation aims to understand this essential structure anthropologically. Melissa Vogel, Adam Gamwell, and Francisco Aguilera see anthropologies lack of presence in the business field as a flaw. Vogel and Gamwell state in their article "Articulating Anthropology's Value to Business", "we need to publicize our expertise" (anthropologists) "and demonstrate how our skills can contribute to organizations struggling with issues such as diversity and inclusion, corporate social responsibility, and human-centered design" (2020, Vogel, Gamwell). These skills brought forth by Vogel and Gamwell are the specific values anthropology brings to the business world, in my literature review I will examine these more in-depth as well as others that arise.

Aguilera states in "Is Anthropology Good for the Company?" that "because of our methods, theoretical constructs, and worldview, I believe that we can help people make better decisions and create better business organizations" (p. 741). Because of a anthropologists' unique and multidisciplinary perspectives and methods, anthropologists are beginning to see themselves as a great potential benefit for businesses to understand cultural differences, consumers, and markets. Anthropologists ultimately seek an understanding of how a culture or individual operates and work to do so by trying to remove their own cultural or personal understanding/bias. Anthropologists in the business field understand business culture and

organizational hierarchy by separating the people from the business itself. In this way an arguable benefit to anthropological research into a business organization is higher employee satisfaction; by researching what makes individual employees feel accomplished, included, appreciated within the organization, and providing methods to help change the business structure to better suit the employees, productivity, efficiency, job satisfaction can then all be increased. The anthropologist's worldview looks through a holistic perspective; culture comparison as a multidisciplinary approach/understanding brings into focus important cultural and social aspects that are similar and different to others.

Anthropology brings unique perspectives that can help employees and managers create a better business. The anthropologist perspective uses relativism, comparison, holism, and fieldwork to carry out social studies. With these in mind, I focused my literature findings on how an anthropologist and more specifically how a business anthropologist can benefit an organization, along with researching some potential downsides. To be persuasive, I must know both the potential risks and benefits so I can communicate them clearly to clients. Without doing this, arguing for an anthropologist to come and study a company's function could prove futile. To make sure that these benefits and risks were understood; I did more research on what type of anthropology is most applicable in a business world. I analyzed what anthropologists might research in businesses, some reactions from businesses having an anthropologist work for them and some anthropologist's reactions to working in business. Key questions taking from the literature include, how can a business culture be studied? What are the applications of business anthropology? What do the businesses need?

Based on these key questions and their potential answers, I will ask an overarching project question that is, how can I as a business anthropologist discover the needs a business has and supply a product that will benefit them?

REVIEW OF LITERATURE

Business Anthropology

The anthropologist's ability to adapt to many different social environments (as one of many aspects that will be discussed) will give me a competitive edge as a consultant in the business world. In *Business Anthropology Fieldwork Problems in the 21st Century* Bill Beeman discusses anthropologists' ability to adapt to economic and cultural modification, especially in the business position. Beeman goes on stating,

> though anthropologists in the past rarely represented themselves as sources of economic, political, or social benefit to the community, there was frequently a rough informal equilibrium in the mutual benefits provided between the anthropologist and the people of the community of study. This often evolved over the course of fieldwork (p. 26, Beeman).

Business anthropology has a lot of potential for growth, considering how many businesses are in the world. Perhaps a fool's hope would be that an anthropologist could be in every one of them. However, business anthropology, as far as Beeman is concerned is unmapped waters. Anthropologists in the business field should be very concerned and aware of what they are studying and for what purpose. As Beeman states, quoting from the AAA (American Anthropological Association), "prior to making any professional commitments, they" (Anthropologists) "must review the purposes of prospective employers, taking into consideration the employer's past activities and future goals" (p. 27-28). With a shaky and not so appealing

history anthropology should be careful when it comes to human intervention, studying and practicing.

Anthropologists today are engaging in business, which is a more versatile approach to understanding the human experience than areas before (such as linguistics, biology, etc.). Business evolves to the needs of the consumer. The evolution of company's services/products or methods is something we see daily with new advertising, products, company structures, etc. Business anthropology needs to Reflect this versatility. The "classical" anthropology is undergoing an evolution though while keeping some structures in-tact. Allen W. Batteau & Carolyn E. Psenka in *Horizons of Business Anthropology in a World of Flexible Accumulation* address how "'business anthropology' is a relative newcomer in our discipline: literature references to "business anthropology" date back only to 1980 yet have grown steadily since 1985" (73). Business anthropology is at the forefront of anthropological work; using classic approaches to examine new human prospects, anthropologists today hope to expand our understanding of humanity by studying current establishments. The new generation wants to study what is evolving in their very time and so the practice is changing because of them.

Ann T. Jordan in *Business Anthropology* focuses on applied anthropology and discusses how business anthropology is a field within applied that examines the holistic approach.

> One of anthropologists' great strengths is a holistic perspective, by which I mean the ability to understand the big picture. When business anthropologists are asked a specific question, they characteristically pull back from the specific area and study to figure out how that question is embedded in other larger questions (p. 8, Jordan).

The anthropologist's distinctive skills and training to gather and analyze data help them to deal with a range of ethical questions in business. An anthropologist can get to know the

people (i.e., employees, clients, etc.) through their participant observation in order to benefit not only internal relationships but external as well. For example, one of the best and keyways I will work to change areas in a corporation is to figure out what people's interests are. Once I know the interests' employees and CEO's etc. have it will be very easy to nudge those interests in a particular direction, let's say we want the organization to better values employees and clients (internal and external).

The individuals inside the company (internal) and the individuals outside the company (external) already will have ideas on how to better value people. We as individuals in regular conversation and daily life talk about how we can make something better. By tapping into this almost natural way of how we think using anthropological methods I will be able to help bring some of those visions that individuals have to make things better. A keyway to do this is, while being presented real world examples, my (the anthropologist's) holistic perspective can bring new value to those outside and inside the business, i.e., value through inclusion, representation, appreciation, and others. Using a holistic perspective in the study of businesses and how they operate will be critical to understanding them through ethnography.

Ethics in the holistic perspective is a key focus to understand in my ethnographic research or companies. The authors Laura Hammershøy and Thomas Ulrik Madsen in "Emerging Practices for Renewal - Ethics in Business Anthropology" discuss ethics and how we shouldn't simply perform work. Business anthropology is an active engagement that must add contributions to human understanding. Ethical responsibility is essential for practitioners of business anthropology to be a pillar of an organization. The authors' quote the American Anthropological Association (AAA) which says,

the anthropological researcher, however, does have duties to the people studied, including doing no harm or wrong, full disclosure and informed consent, warnings of possible outcomes (good and bad) of the research for the people involved, and a careful weighing of the risks and benefits of the study for the people being studied (p. 65, Hammershøy & Madsen).

What is ethical business anthropology practice? Providing an active, constant evaluation of right and wrong.

An anthropologist just like any individual has their own values, beliefs etc. though what an anthropologist is taught to do is to set aside those predisposed characteristics and to look specifically at what others value. As a consultant the main concern will not be to implement how I think the business should be better, the main concern will be to implement the employees' thoughts, the customers thoughts, etc. Anthropologist's focus on the human beings they interact with. As a business organization it is also essential to do the same, a business cannot exist without its employees and customers. If I can help an organization better understand, utilize, and support everyone involved in making that business successful then my work as a consultant is successful. Though achieving this won't be easy.

While evaluating right and wrong, Brian Moeran in *Opinions: What business anthropology is, what it might become... and what, perhaps, it should not be* provides insight to some more negative areas of business anthropology and its growth in the modern world referring to what he calls "the poor stepchild" in business. Most organizations, especially big ones, have marketing, finance, management etc. and business anthropology shouldn't get caught up in those areas as the stepchild. Business anthropology needs to challenge thought; it needs to step outside

the boundaries and examine business through anthropological principles not marketing principles.

For example, let's say a business finds that they aren't getting products or deliverables out to their clients as fast as necessary and their losing reputation for being late. They could say that everyone needs to work longer hours to get more work done. Though what I might advise as an Anthropologist is to improve communication; being clearer in what is needed and training individuals to perform better at given tasks. An Anthropologists in business must not lose sight of humanity as the business environment around them becomes pressuring.

A business is always more than a business. For one thing, a business includes everyone who works there. And everything they do. While people are at work, they do many more things than just work. They get tired, they daydream, they get sick, they make friends, they quarrel, they are happy, they are unhappy (p. 284, Moeran).

Helping organizations understand the people through anthropological work will be a primary aspect to the activities of my LLC. The successful or not so successful achievement of doing this as discussed in the previous paragraph will either make or break my business as a consultant.

Practicing and using applied anthropology to see the holistic perspective, adapt to the many different business environments, analyze the ethics, and understand the people will give me and a business anthropologist a competitive edge as a consultant. Satish Kedia and Linda Bennett in "Applied Anthropology" discuss how "applied anthropologists employ knowledge, concepts, and methods from their discipline to address contemporary social, economic, or health problems facing communities or organizations by facilitating positive change" (p. 1, Kedia &

Bennett). Applied anthropologists diverge from the cultural, biological, archeological, and linguistic anthropology as a more interdisciplinary group that adapts to the progressive world.

There are many areas in which humans interact and exist in the world. Anthropology as a discipline focuses on culture, environment, linguistics, archaeology, and human biology. With the emphasis of applied anthropology in culture and environment I will use the practice of ethnography, participant observation, interviews, focus groups, textual analysis, and research to effect positive change in an organization by focusing on the people. By performing business anthropological work using applied anthropology as a focus (which is to solve real world problems through anthropological knowledge) I believe my contribution will be invaluable to organizations and companies.

Anthropology and the Corporate World Literature Review

Marietta Baba writes in "Anthropology and Business: Influence and Interests" that, "business is not conceived as a singularity, but as a form of human endeavor that is richly diverse in representational dimensions, including the economic, organizational and institutional" (p. 23, Baba). Businesses can get caught up in the main goal of why it exists which is to make money, and there are many forms in which to make money. When a business gets caught up in money, its employees, customers, profit, and credibility can be affected negatively.

Businesses are complex. They're like a community with laws, structure, etc. Anthropology in the corporate world seeks to understand these richly diverse communities because every business is different. As an anthropologist this will be a rewarding enterprise to examine different communities and find the difference and similarities between them and help them individually become better. This will be accomplished through comparison of different ways one organization became better vs. another, by means of research, textual analysis,

ethnography, etc. that I will conduct. While working though my LLC, a main priority of it is to make money, just like any other business. I will have to remember to not get caught up in the same aspect that I will try and help others avoid. There is an anthropological purpose to being a consultant in this fashion and that is to help bring about helpful human change in these organizations.

Alex Stewart in *Too rare to be a token: An anthropologist in a management department* wants anthropologists to be aware of the different environment a management position puts them in. Management is not the same as fieldwork. "Anthropologists know that ethnography needs prolonged fieldwork, the search for disconfirming observations, good participative role relationships, and attentiveness to context. (These are the first four, and most important, requirements for good ethnography)" (p. 143, Stewart). Being my own manager with my LLC and coming into different companies from a perspective of a managing individual like a lot of consultants might do can take away from the fieldwork and ethnographic essentials of my work. As an anthropologist you want to come to understand the everyday people, you want to interact with them. If I keep a management persona when I come into a company as a consultant, I can lose the everyday interactions with everyday people because they view me as their manager not their equal. A distinction and separation from this management persona is a crucial element for an anthropologist in a corporate world.

Technology cannot offer meaningful insight into people's behavior, in other words, data just reveals what individuals do; it cannot reveal their motivations. Business anthropology implies an understanding of both fields and to me implies a balance of business and anthropology in the discipline. I mustn't lose sight of the people, in order for an anthropologist to

be effective they must integrate into the environment of study and become one of the people in a way (ethnographic immersion). I am a manager, but I am also one of the workers.

Other consultants may come into the business and only work with the management on how they could increase profitably with a new project or product. In this way the consultant is viewed as a manager in the eyes of the employees, my goal will be to separate that view and understand the company from all areas of work. While doing interviews and participant observation (field work); I will explain and reinforce my purpose to the individuals I am interacting with and make sure that I am interacting with them on a personable level. If the balance between businessman and an anthropologist isn't found in my work the consulting work will not be as effective or beneficial to companies and myself.

Venesa Musovic in "Business and organizational anthropology: understanding humans from the inside out" argues that

> a more simplified definition of organizational culture would be a 'set of values, beliefs, and behaviours', a group of people demonstrates at the workplace. Taken in this way, culture invites anthropological and sociological theory of identity roles, gender, class, and race to decode the power dynamic, value gaps, and reasons behind people's actions (Para. 24, Musovic).

Through my anthropological methods of participant observation, ethnography and interviews I will be able to identify the roles of individuals, their social identities, and the power dynamics they associate with every day. Analyzing these into field notes to finding connections through them I can find the company's/organizations culture and figure out ways in which they can improve.

Francisco Aguilera in "Is Anthropology Good for the Company" argues that anthropology has exceptional gifts to bring to business such as better ways of discussing the superorganic than different disciplines. Aguilera states that "because of our methods, theoretical constructs, and worldview, I believe that we can help people make better decisions and create better business organizations" (p. 741, Aguilera). The superorganic refers to the understanding that culture is more than the individuals that make it up. The anthropologist understands culture to be a lose term that refers to many different relations in human existence. What are the basics of the organization's culture? How did this culture arise? How does culture change? What are the benefits of a specific cultural practice? These are more questions relating to culture will be an important aspect of study as a consultant. By figuring out the answers to these questions by use of anthropological methods I will be able to do what Aguilera claims, "help people make better decisions and create better business organizations."

Melissa Vogel and Adam Gamwell in "Articulating Anthropology's Value to Business" express their concern that "anthropological concepts, methods, and knowledge are currently being used or sought after in the business world, but not always employed by people with our unique training and global mindset" (Para. 1, Vogel & Gamwell). Brigitte Jordan examining corporate ethnography in "Advancing Ethnography in corporate Environments" explains that "for anthropologists who study work and organizations and their place in our lives, and for all corporate or business and organizational ethnographers, doing good research still largely depends on doing good conventional ethnography. This usually means spending time with people in their work settings, observing them as they do their work, and talking with them about what that work means to them" (p. 23, Jordan).

Sitting down and having conversations between coworkers, CEO, and new employee etc. the various connections within which the organizational culture and structure is formed will be a basic area in which I will perform. Ethnography in understanding social relations through the anthropological methods will be important for my consultancy work. By spending time with the people, getting to know their desires and the meaning of their work; I can take that in my field notes and draw inferences upon them. This will help me in my final discussion/presentation to the business to find ways in which they need to improve. Let's say the company needs to have better employee relations as an area of deficiency gathered from my analysis. I could provide suggestions for improvement that could be, for example, provide more positive feedback to performed work, have regular one on one meetings or lunch outings to get to know each other more. These suggestions and others will be in the final deliverables I give to the company from my work.

Businesses want to understand how they can do better or make more money and in order to do so what it can simply come down to is your work environment and your people. Job satisfaction and appreciation has a lot to do with efficiency in the workplace and sometimes that is overlooked. Anthropology brings unique perspectives that can help employees and managers create a better business. As anthropology is becoming more mainstream in larger corporations or organizations like the government, it will be my job with my own LLC to help push anthropology into the field of business through my influence. I will need to spend time with the individuals of the company and understand them in their environment, I will need to provide suggestions that will benefit them as well as the business function.

Creating and Managing an LLC

The Utah Department of Commerce defines an LLC as

a business entity consisting of one or more "persons" (meaning an individual, general partnership, limited partnership, association, trust, estate, or corporation,) conducting business for any lawful purpose. A LLC may be an incorporator, general partner, limited partner, applicant of a DBA, or a manager of any corporation, partnership, limited partnership or limited liability company (Utah Department of Commerce).

Creating an LCC under which I will be the primary and sole manager or partner will protect me from liability or other issues that might arise. An LLC will be the easiest and most beneficial way for me to form my consulting business from the ground up.

The Chamber of Commerce in "How to Start an LLC in Utah" states that in creating a LLC there are six steps namely to "select a name for your Utah LLC, Designate a registered agent, File a Certificate of Organization, Draft an operating agreement, Obtain an IRS Employer Identification Number (EIN), and Fulfill your Utah LLC's additional legal obligations" (Chamber of Commerce). The process all revolves around filing paperwork properly and having a clear operating agreement that defines rights and responsibilities.

LLCs aren't without paperwork, in "How To Manage an LLC: Everything You Need to Know" UpCounsel goes more in depth stating "annual filing and other regular paperwork is a necessary part of maintaining an LLC. For example, an LLC based in Michigan must renew annually, and the LLC could risk being dissolved if you fail to file on time. For this reason, you must be sure that your articles of organization remains in good standing, and be sure to include any changes to the LLC by mailing in updates to the IRS and your state" (UpCounsel). This will be an important part or operating my LLC effectively. I will need to get paperwork filled out correctly and in a timely manner to the government. The same goes in a client perspective; I will need to give them their deliverables in a correct and timely manner, that is essential.

Eric Goldschein in "How to Start a Consulting Business" states that "as an independent consultant, it will be all on you to grow your client base and make sure the business rolls in at a consistent pace. This is best done with marketing—but as always, the best marketing is organic marketing" (Goldschein). Organic marketing is gaining traffic to your business through the use free methods rather than paid methods such as advertisements. Organic marketing is marketing though interpersonal connections, real or virtual. Word of mouth is an organic marketing tool that doesn't have any marketing cost; it just requires that I conduct great work that my client will find beneficial. I will address word of mouth marketing in more detail later on.

One form of organic marketing is social media. While not all social media platforms are free, I will utilize the ones that are specifically, LinkedIn, Instagram, and YouTube (without the paid subscriptions). Another form of organic marketing I will utilize in conjunction with social media are referrals. Referrals are also free and benefits you as a company because you get recommended by people as long as you do a good job. This will be a primary way I will focus my business efforts, providing quality services in order to be referred and recommended to other potential clients. My LLC will also be available to search on the web with the creation of my website and a google information tab. Online reviews, like google reviews for example, will be beneficial when people search my company to see what other people our saying about my work. In this way providing useful expertise and a great experience for my clients will be essential for positive reviews.

Caitlin Bishop in "Eight questions to ask before starting a consulting business" advises that, "the same way you must establish fair and consistent price points for your services, you should structure your services in a way that's clear to clients and easy for you to adhere to – no matter how tied up in the project you become" (Bishop). Being as specific as I can be in my

proposal to clients about what my services are and how they will be benefited or receive their deliverable is a good strategy to always do. I need to remember this every time I take on a client and other aspects of the business management. Specificity is everything; ambiguity can become a liability and lean to conflict that can hurt my reputation.

In "How to Start a Consulting Business" the Entrepreneur Press states their 10 top "reasons organizations hire consultants." These include to "provide his or her expertise… identify problems… supplement the staff… act as a catalyst… provide much-needed objectivity… teach… do the "dirty work"… bring new life to an organization… create a new business… influence other people" (Entrepreneur Press). Areas in this top 10 list in which I will be focused are for my expertise, identifying problems, act as a catalyst, provide objectivity, to teach and bring new life to the company. Focusing on these areas my deliverable to companies will be to provide insight and recognition for improvements and provide ways in which to do so as well as implement those myself while teaching how to have the company culture, environment, and structure thrive.

Approach

After analyzing my research and based upon my knowledge in both Anthropology and Business I will present the ways in which I will go about my work. My approach (to my knowledge) is a pioneering approach that I have created to best fit the combination of my two disciplines, business, and anthropology. Some ideas are inspired by Sarah Tracy and her book *Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact, First Edition.* Specifically, chapter seven titled, "interview planning and design, sampling, recruiting and questioning."

Research:

In order to conduct my research on companies, I will use a process of six steps:

Step 1: Determining Research Questions –

While working with management (with whom I will be contracted), I will present research questions to the business's team in order to convey the correct focus going forward. These questions could be for example: How do employees interact on a collaborative level? What are their views on collaboration and what specific practices are used in order to gain a collaborative relationship?

Step 2: Designing Methods –

Based on the research questions developed, I will present research methods to the client that are best suited to answer the questions. Based upon the two questions above two research methods I would employ are first, my immersion into the work environment as an observer. Recording what I see, hear, and encounter as detailed field notes will give me firsthand understanding of the company's culture, motivations, challenges etc. Second, qualitative research a primary qualitative method for these questions will be semi-structured interviews. Conducting semi-structured interviews will provide a base line for primary research objectives I can gather through the induvial conversations though their looser nature will also provide a more personable touch if other interview priorities arise.

Step 3: Recruitment –

Depending on the size of the company it can be unethical to interview or interact with every employee. This is why the recruiting of participants from a broad employee cross-section on the company will be conducted. The number of participants can be less important than the material gathered. With the research aiming to better the business/the employees experience, incentives will not be needed in order to conduct interviews/observation. If the organization has

fifty people and with qualitative interviews as one of my research methods, I could interview twenty or less of the employees in the few weeks I will be working. This will not give me a complete representation of every individual, but it will give me an in-depth understanding of the group as a whole.

Step 4: Data Collection –

This is where I will perform the research methods analyzed in step 2. While performing participant observation I will build my rapport with the employees and accumulate notes relating to the research questions that help me to better find recurring themes and later provide advice. While conducting interviews responses by employees will be anonymized and kept confidential for liability purposes and to keep/build trust. The interviews will be transcribed in order to compare to the field notes gathered from participant observation.

Step 5: Analysis and Interpretation –

The data collected will be coded to investigate nuances, variations, and themes. Meaning will be interpreted from these codes on the observations and transcripts (Tracy). The goal is that through this analysis the answers to the research questions will be found as well as other important aspects beneficial to the company that may arise.

Step 6: Advice/Results –

I will provide a report based on my findings and present them to the company. Throughout the presentation I will highlight company values, present analysis of behaviors, give advice, and I will hold a collaborative discussion for the company to make necessary changes with input from everyone that wants to express their view. Then at the end the goal is that the company will be better suited to continue its work in a new reformed way.

Ethnographic Study Length:

My work will be described as a 'short term' ethnography with its duration from beginning stages in research questions to end stages in results lasting four to six weeks. This will give enough time to focus on specific workplace aspects and gather a good amount of data without taking too much valuable time from the company's focus of making money/getting work done. This also gives enough time to discover how aspects such as trust is gained or produced in the work environment, or how employees/the company deals with failure.

Due to the cost of time that companies may feel, the option of an even shorter ethnographic study period will be available. This will be called 'rapid study' ethnography and will last two weeks. Due to the short amount of time, quantitative research techniques will be primary throughout the duration instead of qualitative. In other words, due to the fast nature of the work, the client will lose quality in the sense of really understanding their company as a whole; though they will still be provided with similar deliverables and run through similar research methods.

Preliminary Outline (Cap 2)

Beginning Work:

- Draft a Website
- Draft a Business Proposal

Detailed Work 1:

- Create a Mission Statement
- Create a Marketing Strategy

Detailed Work 2:

- Apply for an LLC
- Finish Website Creation

Final Work:

- Create a Final Business Proposal
- Have a Fully Formed LLC (Possibly Have a Client)

Schedule For Completion (Cap 2)

January 10: Thesis Proposal and Signed Approval sheets

January 24: Disciplinary Mentor Meeting Report #1

March 7: First Draft of Thesis (or Business Plan)

March 14: Deadline for Mentor Meeting Report #2

April 4: Final Draft Due

April 25: Thesis Defense

PRELIMINARY WORKS CITED/BIBLIOGRAPHY

Aguilera, F. E. (1996). Is Anthropology Good for the Company? JSTOR. Retrieved September

13, 2022, from https://www.jstor.org/stable/681881

Baba, M. L. (2012). Anthropology and business: Influence and interests. Research Gate.

Retrieved September 2, 2022, from

https://www.researchgate.net/publication/277188424_Anthropology_and_Business_Influ

ence_and_Interests

Beeman, B. (2019). Business Anthropology Fieldwork Problems in the 21st Century. Journal of

Business Anthropology. Retrieved September 23, 2022, from

https://rauli.cbs.dk/index.php/jba/article/view/5712

Batteau, A. W., & Psenka, C. E. (2012). Horizons of Business Anthropology in a World of

Flexible Accumulation. Journal of Business Anthropology. Retrieved September 20,

2022, from https://rauli.cbs.dk/index.php/jba/article/view/3547/3851

Chamber of Commerce. (2022, June 7). How to start an LLC in Utah. Chamber of Commerce.

Retrieved October 25, 2022, from https://www.chamberofcommerce.org/how-to-start-an-

llc-in-utah

Goldschein, E. (2020). How to start a consulting business in 9 Steps. NerdWallet. Retrieved

    October 25, 2022, from https://www.nerdwallet.com/article/small-business/how-to-start-

    a-consulting-business

Utah Commerce. (2022, July 1). Considerations in forming a limited liability company.

    corporations.utah.gov. Retrieved October 25, 2022, from

    https://www.corporations.utah.gov/business-entities/considerations-in-forming-a-limited-

    liability-company/

Entrepreneur Press. (2003, June 13). How to start a consulting business. Entrepreneur. Retrieved

    October 25, 2022, from https://www.entrepreneur.com/starting-a-business/how-to-start-a-

    consulting-business/41384

Jordan, A. (2013). *Business Anthropology*. Google Books. Retrieved August 30, 2022, from

    https://www.google.com/books/edition/Business_Anthropology/GZgYAAAAQBAJ?hl=

    en&gbpv=1&printsec=frontcover

Jordan, B. (2013). Advancing Ethnography in Corporate Environments: Challenges and

    emerging opportunities. UVU. Left Coast. Retrieved August 30, 2022, from

    https://discovery-ebsco-com.ezproxy.uvu.edu/linkprocessor/plink?id=4043881e-4464-

    3a08-b5d1-17e2ca2788a8

Little, B., & Hogarty, S. (2022, September 28). How to start a consulting business: 8 tips

you need to know. WeWork Ideas. Retrieved October 25, 2022, from

https://www.wework.com/ideas/professional-development/business-solutions/how-to-

start-a-consulting-business

Hammershøy, L., & Madsen, T. U. (2012). Emerging Practices for Renewal - Ethics in Business

Anthropology. Ethnographic Praxis in Industry Conference. Retrieved September 13,

2022, from https://anthrosource.onlinelibrary.wiley.com/doi/pdf/10.1111/j.1559-

8918.2012.00009.x

Stewart, A. (2014). Too rare to be a token: An anthropologist in a management department.

Journal of Business Anthropology. Retrieved October 4, 2022, from

https://epublications.marquette.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1

185&context=mgmt_fac

Tracy, S. J. (2013). Interview planning and design, sampling, recruiting, and questioning. In

Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating

Impact, First Edition (pp. 130–156). essay, Blackwell Publishing Ltd.

https://uvu.instructure.com/courses/561085/files/112641883/download?download_frd=1

UpCounsel. (2022). How to manage an LLC: Everything you need to know. UpCounsel.

Retrieved October 25, 2022, from https://www.upcounsel.com/how-to-manage-an-llc

Moeran, B. (2012). Opinions: What business anthropology is, what it might become... and what,

perhaps, it should not be. Journal of Business Anthropology. Retrieved September 13,

2022, from https://www.memphis.edu/anthropology/news-events/moeran2012business-

anth.pdf

Musovic, V. (2022, March 3). Business and organizational anthropology: Understanding humans

from the inside out. Customer Experience Magazine. Retrieved September 2, 2022, from

https://cxm.co.uk/business-and-organizational-anthropology-understanding-humans-

from-the-inside-out/

Kedia, S., & Bennett, L. A. (2005). Applied Anthropology. Research Gate. Retrieved October 4,

2022, from https://www.researchgate.net/publication/272491400_Applied_Anthropology

Vogel, M., & Gamwell, A. (2020, July 15). Articulating anthropology's value to business.

Anthropology News. Retrieved September 13, 2022, from https://www.anthropology-

news.org/articles/articulating-anthropologys-value-to-business/