

BUSINESS STORYTELLING

CREATING A RESEARCH TOPIC

INTRODUCTION

The use of storytelling in the business environment has been a big buzzword recently. Scholars from all different faculties are publishing work on storytelling topics, including its uses and benefits in business, education, history, sociology, indigenous studies ect...

This project pulled together research from many disciplines that have studied the power of storytelling and examined the relationship and value it brings to business learning.

The goal was to research and gather a plethora of information on the current uses of storytelling in all disciplines, then create a database to bring together and store all findings. By examining the information, the hope was to uncover a unique perspective that had yet to be explored and decide on a research topic to then create a framework to share findings.

OBJECTIVE

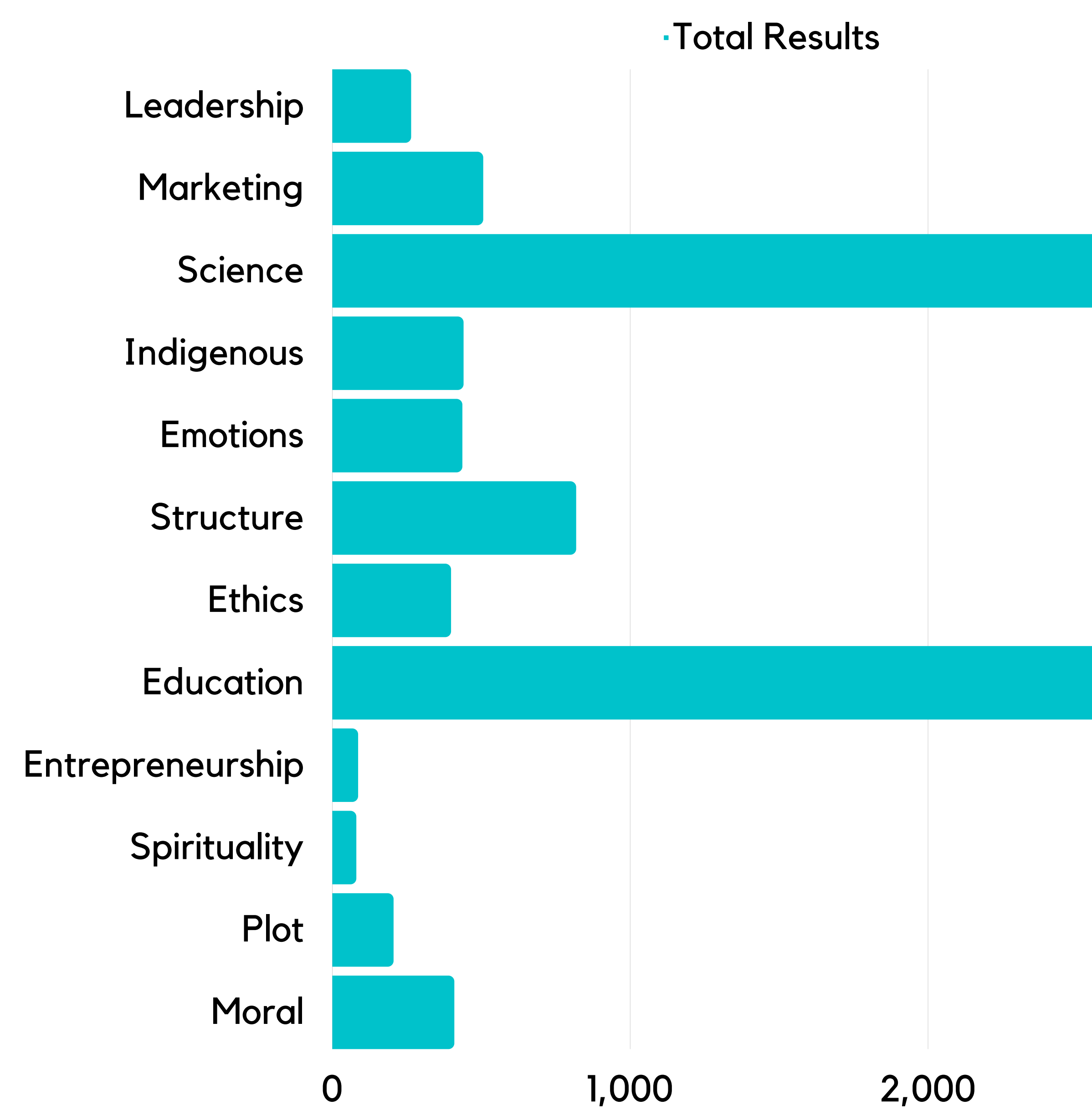
- Create database for research
- Preform scoping review
- Generate framework and decide research topic

METHODOLOGY

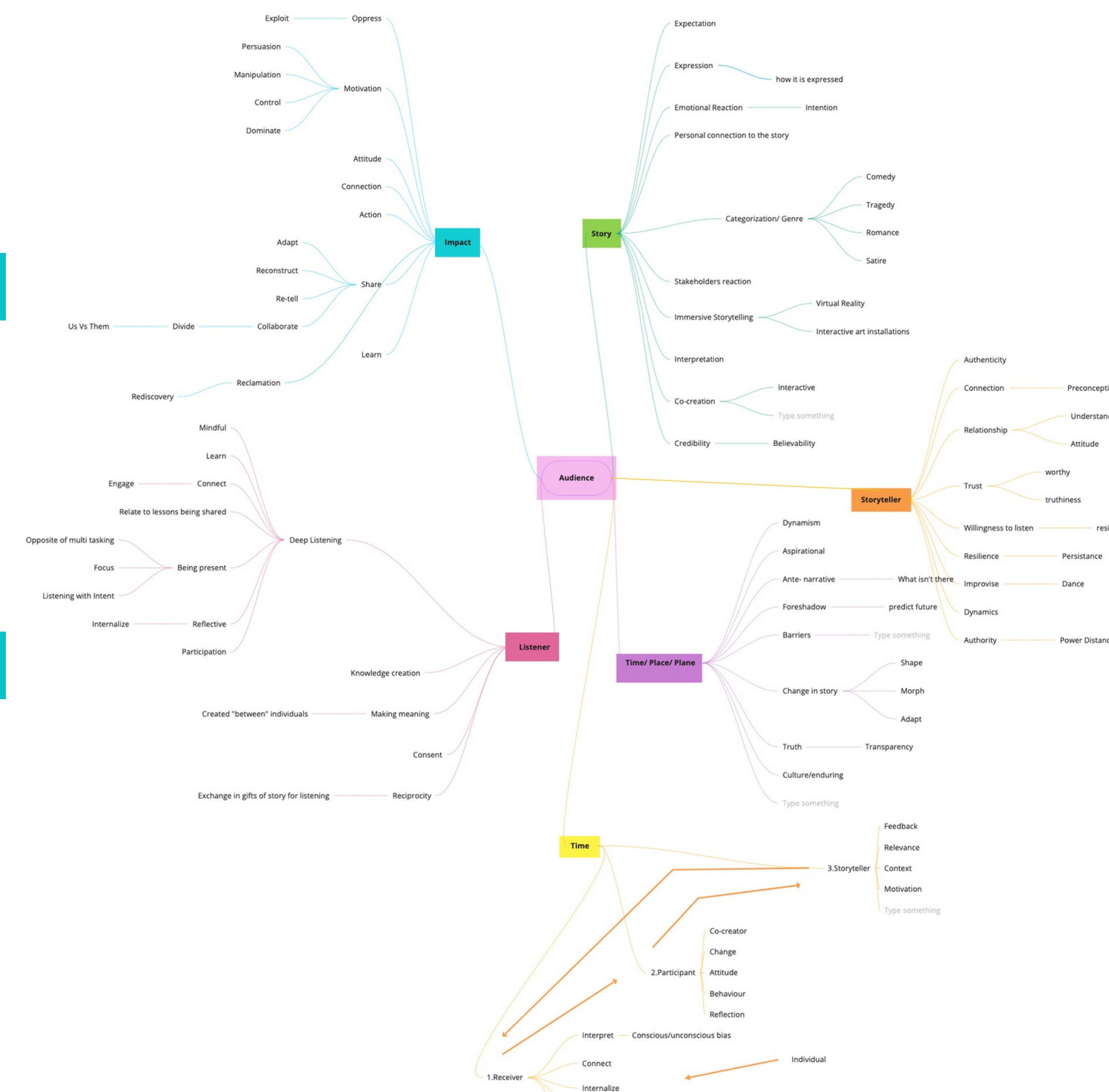
The research started with gathering and sorting all data and information related to storytelling. This included books and peer-reviewed articles from online scholarly databases. All relevant information was then sorted into a data managing application. A scoping review was then constructed based on the research collected. The scoping review allowed the team to see what disciplines and areas of storytelling had been most researched and other areas where there might be gaps that could be explored more greatly, thus helping us to narrow our research topic. Brainstorming in the form of mind maps was then used to collect linking themes and ideas.

RESULTS/FINDINGS

Results of the scoping review revealed that the areas of science and education had had the most extensive amount of research done from other scholars and with entrepreneurship and spirituality having the least. With collaboration from brainstorming, the research topic was able to narrow down to the area of audience in storytelling and its connection to the story, storyteller and listener.



Scoping review showing number of search results for each topic area



Mindmap used to connect linking themes/ideas around audience

CONCLUSION

The end goal of choosing a research topic was met by creating a database and performing a scoping review on areas of work storytelling has been published. The topic of audience was determined to be an area of interest and now, a collection of resources has been organized to allow for a framework to be made. The hope is to create a framework that other scholars can use through the use of audience storytelling to aid in the field of business learn