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Proceedings - 6th International Conference on Information and Communication Technology for the Muslim World, ICT4M 2016

11 January 2017, Article number 7814903, Pages 205-210

6th International Conference on Information and Communication Technology for the Muslim World, ICT4M 2016; Jakarta; Indonesia; 22 November 2016 through 24 November 2016;  
Category number E6013; Code 125967

## Using grounded theory approach to identify value-based factors in software development (Conference Paper)

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### Abstract

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Grounded theory is an approach that can be used to analyse qualitative data. It is a systematic approach for data collection, handling and analysis. The objective of this paper is to present adapted grounded theory approach as data analysis strategy to identify value-based factors in software development. The grounded theory procedure started with data extraction and initial coding, memo writing and constant comparative analysis and finally identification of core categories and writing memos. Initial data extracted were 74 which were obtained from 28 sources generally related with software development. After constant comparison and memoing, the valid data (value-based factors) were reduced to 33 with six core categories (classification of value-based factors). © 2016 IEEE.

### SciVal Topic Prominence

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## Funding text

This research is funded by the Universiti Teknologi Malaysia (UTM) in collaboration with the Malaysian Ministry of Education under the Vot no. 12H66. The authors would like to thank the Research Management Centre of UTM and the cooperation including students and other individuals who are either directly or indirectly involved in this project.

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**ISBN:** 978-150904521-1**DOI:** 10.1109/ICT4M.2016.45**Source Type:** Conference Proceeding**Document Type:** Conference Paper**Original language:** English**Sponsors:****Publisher:** Institute of Electrical and Electronics Engineers Inc.

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