RM-SIG NEWS

The RM-SIG in 2017

The founding committee of the RM-SIG hopes that your 2017 has got off to a good start.

Stewart Miller (University of Texas at San Antonio) has been hard at work preparing the RM-SIG lineup for the AIB 2017 Annual Meeting in Dubai. We will provide more information on Annual Meeting activities in a separate newsletter prior to the conference. We can already confirm that the RM clinics, which were so popular in 2016, will be on again!

AIB is currently undergoing a revamp of its website, but once this is complete, we will be establishing a web presence for the RM-SIG. Please contact us if you have any suggestions for resources and features which you think would be useful to make available on our webpage.

In particular, we will be seeking to compile a **bibliography of research methodology articles** in International business. The bibliography will seek to cover articles that have been published on methodological challenges, innovations and issues associated with doing both qualitative and quantitative research in international business (e.g. cross-cultural research designs, multi-level research, translation issues, doing research in different countries, best practices). Please let us know if there are favourite papers you have read and cited—including ones you have written yourselves!

Catherine Welch

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Upcoming workshops

Mplus

Registration is now open for two Short Courses at the Johns Hopkins University (August 16-18, 2017)

The two courses which will be offered are as follows:

1.) Regression and Mediation Analysis using Mplus, presented by Bengt Muthen (Muthen & Muthen) and Marten Schultzberg (Uppsala University) (August 16); and

2.) Dynamic Structural Equation Modeling (DSEM) of Intensive Longitudinal Data using Mplus Version 8, presented by Bengt Muthen (Muthen & Muthen), Tihomir Asparouhov (Muthen & Muthen), and Ellen Hamaker (Utrecht University) (August 17-18)

For details go to:
http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-prevention-and-early-intervention/Conferences/index

The DSEM topic is also featured at two July meetings in Europe. For a description go to:
http://www.statmodel.com/2017Workshops.shtml

CARMA

12 Short Courses hosted by Wayne State University in Detroit, Michigan, June 2017

Session 1: June 5-7

- "Introduction to Structural Equation Methods"- Dr. Larry J Williams
- "Advanced SEM I: Measurement Invariance, Latent Growth Modeling & Nonrecursive Modeling" -Dr. Robert Vandenberg
- "Introduction to Multilevel Analysis"- Dr. James LeBreton
- "Introduction to R"- Dr. Scott Tonidandel
- "Intro to Big Data and Data Mining with R"- Dr. Jeff Stanton
- "Intermediate Regression: Multivariate/Logistic, Mediation/Moderation"- Dr. Ron Landis

Session 2: June 8-10

- "Intermediate SEM: Model Evaluation" - Dr. Larry J Williams
- "Advanced SEM II: Missing Data Issue in SEM, Multi-Level SEM and Latent Interactions" - Dr.Robert Vandenberg
- "Advanced Multilevel Analysis" -Dr. Paul Bliese
- "Multivariate Statistics with R" - Dr. Steve Culpepper
- "Analysis of Big Data" - Dr. Fred Oswald
- "Advanced Regression: Alternatives to Difference Scores, Polynomial and Response Surface Methods" - Dr. Jeff Edwards

For more information, including on registration and pricing, please visit the CARMA website at its new home at the University of Nebraska-Lincoln:
http://cba.unl.edu/outreach/carma/short-courses/

The New Orleans annual meeting was the first at which the RM-SIG was active

Methodological Myth-Busting at AIB 2016 Annual Meeting

AIB has made a video recording available of the following panel session which was held at the 2016 Annual Meeting:

Myth-Busting and Institutional Change: How to Achieve a More Innovative Future for Research Methodology in IB.

The panel was chaired by Bo Nielsen from the University of Sydney.

The following quantitative and qualitative myths were discussed:

- **Myth no 1:** The Not-So-Direct Cross-Level Direct Effect (Robert J. Vandenberg, University of Georgia)

- **Myth no 2:** Misalignment between Measurement and Theory in Structural Equation Modeling (Larry J. Williams, University of Nebraska-Lincoln)

- **Myth no 3:** Just Reference Eisenhardt, 1989 (when describing your theoretical sampling) (Becky Reuber, University of Toronto)

- **Myth no 4:** Multiple case studies are better than single case studies (Catherine Welch, University of Sydney)

The video recording is available at: https://aib.msu.edu/events/2016/Videos/

Best Research Methods Paper Award 2016

At the AIB 2016 Annual Meeting in New Orleans, the Best Research Methods Paper Award, sponsored by the University of Sydney, was presented for the first time. Congratulations again to the winners, who were:

Vasyl Taras (University of North Carolina at Greensboro),
William Tullar (University of North Carolina at Greensboro)
Piers Steel (University of Calgary)
Thomas O'Neil (University of Calgary)
and
Matt McLarnon (University of Calgary)

for their paper:

Free-Riding in Global Virtual Teams: An Experimental Study of Antecedents and Strategies to Minimize the Problem

The Award will be presented again in 2017, so please come along and congratulate the new finalists and winners. We would also encourage you to start planning a Best Research Methods paper for the 2018 meeting!

Methodological innovations: from *SMJ*

A recent special issue of *Strategic Management Journal* will be of interest to RM-SIG members.

The special issue (37, 1 January 2016), titled 'Question-based innovations in strategy research methods' , showcases new research methods for addressing questions in strategic management.

The special issue features 14 papers, each covering a different innovation:

Method	Originating discipline
Density-based algorithms	Economic geography
Exponential random graph models	Sociology and statistics
Nanoeconomics	Economic history (cliometrics)
Item response theory	Psychometrics, sociology, maths and political science
Sparse inverse co-variance estimation	Biological and physical sciences
Spatial data analysis	Geography, urban studies and environment studies
Field experiments	Social psychology and marketing
Video ethnography	Anthropology, psychology, sociology
Multi-level discourse analysis	Linguistics
Test statistic distributions and posterior predictive analysis	Statistics and psychology
Spectral graph partitioning	Computational studies
Group-based trajectories	Criminology and statistics
Matching models	Econometrics
Mobility analysis	Econometrics

As the editorial points out, these methodological innovations are important because they allow us to see the world differently: to revisit and potential revise existing findings, deal with complex causality and pose new questions. The editors point out that all too often, we allow our methods, data and measures to drive the questions we pose and theories we develop. Methodological innovations allow us to challenge, and to some extent rectify, the potential distortions that result from data-driven rather than theory-driven research. We encourage you to think of how these or related innovations could be applied to IB research questions.

Note: thanks to Becky Reuber for alerting us to this special issue

Methodological innovations: QCA

Qualitative Comparative Analysis (QCA), which was developed and pioneered by the sociologist Charles Ragin, has received increasing attention from management scholars in recent years (notably Peer Fiss and his collaborators). It is also starting to make its mark in international business. The following are recent examples of articles using QCA to research IB topics:

- M.R Schneider, C. Schulze-Bentrop and M. Paunescu (2010) 'Mapping the institutional capital of high-tech firms: A fuzzy-set analysis of capitalist variety and export performance', 41, *Journal of International Business Studies*, 246–266.

- D. Crilly (2011), 'Predicting stakeholder orientation in the multinational enterprise: A mid-range theory', *Journal of International Business Studies*, 42, 694–717.

- W.Q. Judge, S. Fainshmidt and J.L. Brown (2014), 'Which model of capitalism best delivers both wealth and equality?' *Journal of International Business Studies*, 45, 363–386

- J. A. Felício, M. Duarte and R. Rodrigues (2016), 'Global mindset and SME internationalization: A fuzzy-set QCA approach ', *Journal of Business Research*, 69, 1372-1378 *

- U.F Ott and Y. Kimura, (2016), 'A set-theoretic analysis of negotiations in Japanese MNEs: Opening up the black box', *Journal of Business Research*, 69, 1294-1300*

- M.A. Witt and G. Jackson (2016), 'Varieties of Capitalism and institutional comparative advantage: A test and reinterpretation', *Journal of International Business Studies*, 47, 778–806

- L. Cui, D. Fan, X. Liu and Y. Li (2017 forthcoming). 'Where to seek strategic assets for competitive catch-up? A configurational study of emerging multinational enterprises expanding into foreign strategic factor markets',*Organization Studies.*

* Articles appeared in a special issue on set-theoretic research in business, edited by Norat Roig-Tierno, Kun-Huang Huarng and Domingo Ribeiro-Soriano

Compasss is a worldwide, multidisciplinary network for researchers wishing to explore different forms of systematic comparative case analysis. They maintain a very informative website:

http://www.compasss.org/

The website provides a rich set of resources, including:

- Training (check out their 2017 workshops)
- Software
- Bibliography

If you are interested in being part of a network of QCA scholars, please contact us, via Catherine Welch (catherine.welch@sydney.edu.au). It is important for scholars to share their experiences and expertise, to ensure that the method is thoughtfully applied and errors avoided. We would encourage QCA scholars to consider organising a panel session on set theoretic and configurational approaches at the AIB 2018 Annual Meeting.

Organizational Research Methods

Feature Topic alert:

Mixed Methods in Organizational Research (Volume 20, Issue 2, April 2017)

As the premier research methods journal in management, *Organizational Research Methods* is a must-read for RM-SIG members. We would like to draw your attention to its recently published special issue on mixed methods, which we know will interest many members. The feature topic contains the following articles:

1. Mixed Methods in the Organizational Sciences: Taking Stock and Moving Forward

    By José F. Molina-Azorin, Donald D. Bergh, Kevin G. Corley, David J. Ketchen

2. Elaboration, Generalization, Triangulation, and Interpretation: On Enhancing the Value of Mixed Method Research

    By Cristina B. Gibson

3. Strategies of Integration in Mixed Methods Research: Insights Using Relational Algorithms

    By Andrea Tunarosa, Mary Ann Glynn

4. Research Design for Mixed Methods: A Triangulation-based Framework and Roadmap

    By Scott F. Turner, Laura B. Cardinal, Richard M. Burton

5. Mixed Method Social Network Analysis: Combining Inductive Concept Development, Content Analysis, and Secondary Data for Quantitative Analysis

    By Trenton A. Williams, Dean A. Shepherd

6. Network Ethnography: A Mixed-Method Approach for the Study of Practices in Interorganizational Settings

    By Olivier Berthod, Michael Grothe-Hammer, Jörg Sydow

7. Integrating QCA and HLM for Multilevel Research on Organizational Configurations

    By Johannes Meuer, Christian Rupietta

As in other areas of management, mixed methods are often called for in IB research, but not commonly used. A useful discussion of mixed-method research in IB can be found in:

Hurmerinta-Peltomäki, L. and N. Nummela (2006), 'Mixed methods in international business research: a value-added perspective', *Management International Review*, **46** (4), 439-459.

Discursis

Discursis is a new tool from the same team which developed Leximancer. They provide the following overview of the main features of the tool:

Discursis is a computer-based visual text analytic tool for analysing human communication. Communication can be in the form of conversations, web forums, training scenarios, and many more. Discursis automatically processes transcribed text to show participants' individual topic use, and their interactions around topics with other conversation participants over the entire time-course of the conversation. Discursis can assist practitioners in understanding the structure, information content, and inter-speaker relationships that are present within input data.

Discursis can:

- track the state of the communication to identify key points and trends and provide early warning of communication issues or changes in situation
- identify whether participants are talking past each other, or engaging successfully
- identify whether participants in the conversation are leaders, promoters, recruiters, innovators, followers, or non-conformists
- identify which concepts are influential, and when.

Discursis presents this data in various visualisations, charts, and reports, including

- a time series plot of the conversation
- a concept map of the communication content--Discursis uses the Leximancer concept discovery engine to code and map the meaning of the text
- a score card for each conversation participant/channel for behaviour types such as leader, follower, innovator, promoter.

For more details, see: http://www.discursis.com/index.php/about2/

Methodological offerings from Edward Elgar:

Edward Elgar has published a variety of methodology-related handbooks that are relevant to IB research. A recent title is:

Nicole Coviello and Helena Yli-Renko (eds) Handbook of Measures for International Entrepreneurship Research

For more details on this title, see:

http://www.e-elgar.com/shop/handbook-of-measures-for-international-entrepreneurship-research

Edward Elgar is happy to offer a 35% discount on this title to RM-SIG members. Please use the code eiba 35 in order to claim this discount.

JWB in the 'post p<0.05 era'

A recent editorial of the *Journal of World Business* has reacted to the American Statistical Association's (ASA's) statement on the (mis)use of *p*-values in statistical research. The editorial states that:

'*JWB* seeks to move toward a more pluralistic perspective on empirically-based research as opposed to the current p-value monoculture' (p. 126).

For those submitting manuscripts, going beyond using the *p*-value as a simple decision rule means:

- providing a "statistical reporting narrative" (which can be submitted as a separate document), in which authors explain the process they went through to ensure their results are meaningful, valid and reliable. This involves the use of multiple analytical tests and approaches e.g. effect sizes, power calculations, replication analyses. Authors should be able to explain not just the results of their analysis, but also why the approaches they used were appropriate.

- not simply reporting that a certain threshold has been reached (in the case of the *p*-value, often using an asterisk) *), but rather providing either standard errors, exact p-values or both. Statistical tables need to report the exact sample sizes on which the results are based. Care needs to be shown when interpreting *p*-values; in and of itself, a high or low *p*-value is not enough to determine statistical significance, let alone substantive significance.

- the narrative should be transparent in reporting alternative modeling which was undertaken, even if these models were not adopted.

- there also needs to be careful justification of the overall research design. Valid and reliable results depend on sound design, sampling and data collection. The robustness of the statistical results can only be judged in the context of the study as a whole.

Source: 'From the editors: New directions in the reporting of statistical results in the Journal of World Business', *Journal of World Business*, 52, 125-126.

For the ASA's statement on *p*-values, see:

Wasserstein, R.L. and 'Lazar, N.A. The ASA's Statement on *p*-Values: Context, Process, and Purpose', available at: http://amstat.tandfonline.com/doi/abs/10.1080/00031305.2016.1154108