

The Application of Mixed Methods in Organisational Research: A Literature Review

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Abstract: Mixed methods research (the combined use of quantitative and qualitative methods in the same study) is becoming an increasingly popular approach in the discipline fields of sociology, psychology, education and health sciences. Calls for the integration of quantitative and qualitative research methods have been advanced in these fields. A key feature of mixed methods research is its methodological pluralism, which frequently results in research which provides broader perspectives than those offered by monomethod designs. The overall purpose and central premise of mixed methods is that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems and complex phenomena than either approach alone. Despite calls for the combined use of quantitative and qualitative research in business and management studies, the use of mixed methods in business and management has seldom been studied. The purpose of this paper is to review the application of mixed methods research within organisational research. The study reported in this paper identifies the use of mixed methods in three organisational journals for the period 2003 to 2009: the *Strategic Management Journal*, *Journal of Organizational Behavior* and *Organizational Research Methods*. The landmark Tashakkori and Teddlie (2003) *Handbook of mixed methods in social and behavioral research*, played a pivotal role in providing both the visibility and credibility of mixed methods as a third methodological movement and since the publication of this seminal work the mixed methods movement has rapidly gained popularity. Business and management researchers need to be made aware of the growing use and acceptance of mixed methods research across business and organisational journals. This paper examines the main characteristics of mixed methods studies identified in the sample in terms of purposes and designs, and posits suggestions on the application of mixed methodologies.

Keywords: mixed methods research, strategic management, organizational behaviour, quantitative methods, qualitative methods

1. Introduction

Mixed methods research (the combined use of quantitative and qualitative methods in the same study) is becoming an increasingly popular approach in the discipline fields of sociology, psychology, education and health sciences. Calls for the integration of quantitative and qualitative research methods have been advanced in these fields (Greene, Caracelli and Graham, 1989; O'Cathain, 2009; Tashakkori and Teddlie 2003). The overall purpose and central premise of mixed methods is that the use of quantitative and qualitative approaches in combination may provide a better understanding of research problems and complex phenomena than either approach alone (Creswell and Plano Clark, 2007).

Despite calls for the combined use of quantitative and qualitative research in management and organisational studies (Curral and Towler, 2003), the use of mixed methods in business and management has seldom been studied. The present study focuses on two main areas that represent micro and macro management research domains: organizational behavior and organizational strategy. These areas are the two largest divisions within the Academy of Management. Regarding research methods, scholars in both fields employ qualitative and quantitative methods, but the use of quantitative approaches dominate both strategy (Phelan, Ferreira and Salvador, 2002) and organizational behavior (Greenberg, 2007). Calls for methodological diversity and the use and integration of quantitative and qualitative research methods have been carried out in organizational behavior (Greenberg, 2007) and in strategy (Boyd, Gove and Hitt, 2005). Moreover, mixed methods research may play an important role not only in encouraging the use of a diversity of methods in these fields but also in bridging the micro and macro domains.

The purpose of this paper is to review the application of mixed methods research within organisational and management research. The study reported in this paper identifies the use of mixed methods in the leading journals in these two organisational fields: the *Strategic Management Journal* (SMJ) and the *Journal of Organizational Behavior* (JOB). In addition, *Organizational Research Methods* (ORM) is

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Quantitative Techniques in Business, Management and Finance Umeshkumar Dubey,D P Kothari,G K Awari,2016-11-25

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The SAGE Handbook of Qualitative Business and Management Research Methods Catherine Cassell,Ann L

Cunliffe,Gina Grandy,2021-08-04 The SAGE Handbook of Qualitative Business and Management Research Methods provides a state of the art overview of qualitative research methods in the business and management field The Handbook celebrates the diversity of the field by drawing from a wide range of traditions and by bringing together a number of leading international researchers engaged in studying a variety of topics through multiple qualitative methods The chapters address the philosophical underpinnings of particular approaches to research contemporary illustrations references and practical guidelines for their use The two volumes therefore provide a useful resource for Ph D students and early career researchers interested in developing and expanding their knowledge and practice of qualitative research In covering established and emerging methods it also provides an invaluable source of information for faculty teaching qualitative research methods The contents of the Handbook are arranged into two volumes covering seven key themes Volume One History and Tradition Part One Influential Traditions underpinning qualitative research positivism interpretivism pragmatism constructionism critical poststructuralism hermeneutics postcolonialism critical realism mixed methods grounded theory feminist and indigenous approaches Part Two Research Designs ethnography field research action research case studies process and practice methodologies Part Three The Researcher positionality reflexivity ethics gender and intersectionality writing from the body and achieving critical distance Part Four Challenges research design access and departure choosing participants research across boundaries writing for different audiences ethics in international research digital ethics and publishing qualitative research Volume Two Methods and Challenges Part One Contemporary methods interviews archival analysis autoethnography rhetoric historical stories and narratives discourse analysis group methods sociomateriality fiction metaphors dramaturgy diary shadowing and thematic analysis Part Two Visual methods photographs drawing video web images semiotics and symbols collages documentaries Part Three Methodological developments aesthetics and smell fuzzy set comparative analysis sewing quilts netnography ethnomusicality software ANTI history emotion and pattern matching

Handbook of Qualitative Research Techniques and Analysis in Entrepreneurship Helle Neergaard,Claire M.

Leitch,2015-10-30 One of the most challenging tasks in the research design process is choosing the most appropriate data collection and analysis technique This Handbook provides a detailed introduction to five qualitative data collection and

analysis techniques pertinent to exploring entrepreneurial phenomena Techniques for collecting and analysing data are rarely addressed in detail in published articles In addition the constant development of new tools and refinement of existing ones has meant that researchers often face a confusing range from which to choose The experienced and expert group of contributors to this book provide detailed practical accounts of how to conduct research employing focus groups critical incident technique repertory grids metaphors the constant comparative method and grounded theory This Handbook will become the starting point for any research project Scholars new to entrepreneurship and doctoral students as well as established academics keen to extend their research scope will find this book an invaluable and timely resource

Handbook of Qualitative Research Methods for Family Business Alfredo De Massis, Nadine Kammerlander, 2020-03-28 This timely Handbook provides a comprehensive guide to the methodological challenges of qualitative research in family business Written by an international multidisciplinary team of experts in the field the Handbook provides practical guidance based on the experiences of senior researchers and features reflective discussion on how to craft insightful rigorous studies

Quantitative Methods Louise Swift, Sally Piff, 2010-03-15 Quantitative Methods is a comprehensive guide to the techniques any student of business or finance is likely to need The authors coaching learning by doing approach coupled with the text's clear structural outline makes these essential mathematical skills far less daunting A bestselling and popular text in its previous editions it has been fully updated with new 4 color text design New and improved Companion Website More empirical examples from across the business management and finance spectrum VLE compatible web content for Blackboard and WebCT Updated commands and exercises in light of new version Excel and SPSS New content on data mining OLAP text mining non parametric methods index numbers productivity software tools With its learn by doing approach this guide will appeal to a wide audience from undergraduates of business and finance to postgrad students studying quants Personnel Management Manual United States. Defense Contract Audit Agency, 1993 Contracts Management Manual United States. Environmental Protection Agency. Office of Administration. Procurement and Contracts Management Division, 1991

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