



No 14

March 2023

## Research methods events at AIB 2023 Warsaw

This will be the 8th AIB annual meeting in which the RM-SIG will be offering pre-conference workshops and masterclasses. A total of **four** masterclasses will be held on **5 July**:

1. Workshop: **Machine Learning for International Business Research**

Workshop Lead: Thomas Lindner (University of Innsbruck), Laurenz Tinhof (Vienna University of Economics and Business)

2. Workshop: **Surviving the Review Process: Behind the Scenes of Submitting Qualitative Papers to IB Journals**

Workshop Lead: Rebecca Piekkari (Aalto University School of Business)

3. Masterclass: **Ethnography**

Masterclass Lead: Fiona Moore (Royal Holloway, University of London)

4. Masterclass: **Partial Least Squares Structural Equation Modeling (PLS-SEM) and Necessary Condition Analysis (NCA) in IB Research**

Masterclass Leads: Nicole Richter (University of Southern Denmark), Christian Ringle (Hamburg University of Technology)

Registration is now open at the following link:

<https://www.aib.world/events/2023/preconference/research-methods-workshops-and-masterclasses/>

Keep an eye out for us on social media!

Twitter: @AIB\_RMSIG, Facebook: @AIBRMSIG

### In this Newsletter:

- **AIB 2023 Warsaw pre-conference program**
- **AIB UKI Methods Workshops**
- **Feature: RM-SIG webinar programs**
- **EIBA Summer School**
- **Methods training, including CARMA short courses May/ June**



## AIB 2023 annual meeting

### Upcoming RM–SIG masterclasses and workshops

On behalf of the RM SIG I am delighted to announce our line-up of workshops and masterclasses at the 2023 annual conference. These sessions are great opportunities to learn about new methodologies or extend your existing knowledge in a supportive and friendly atmosphere. They provide a chance to learn from the experts both in well-established arenas and also explore newer approaches like machine learning, so there is something for everybody!



These sessions are also a good way to meet potential collaborators and expand your professional network. If it's your first AIB annual meeting, they are a pressure-free way to get acquainted with other like-minded people before the rest of the conference. Please sign up via the conference website to secure your place. Masterclass attendees will receive a certificate of participation.

Emma Gardner, RM-SIG Vice President – Program, University of Birmingham, [e.c.gardner@bham.ac.uk](mailto:e.c.gardner@bham.ac.uk)

**Event Date: 5 July** | Registration Deadline: **1 May 2023** | Registration is open to AIB-members. Register here: <https://www.aib.world/events/2023/preconference/research-methods-workshops-and-masterclasses/>

### Workshop: Machine Learning for International Business Research

**Masterclass Leads: Thomas Lindner (University of Innsbruck), Laurenz Tinhof (Vienna University of Economics and Business) | Time and Date: 5 July, 10am-1pm CET**

In this workshop, we cover the conceptual foundations of machine learning (ML), and how ML complements the battery of empirical methodologies usually applied in IB research. After having established the conceptual basics, we will proceed to implementing simple ML methodologies in the script language R, using recent machine learning packages. In the last part of the workshop, we will introduce workshop participants to an ML architecture we developed for predicting subsidiary profits abroad, and participants will be able to edit and improve the ML architecture in a case study of using ML for IB research. We will close with Q&A about applications in current research projects and teaching.

## Workshop: Surviving the Review Process: Behind the Scenes of Submitting Qualitative Papers to IB Journals

**Masterclass Lead: Rebecca Piekkari (Aalto University School of Business) | Time and Date: 5 July, 10am-1pm CET**

In this workshop we will cover the issues involved in publishing qualitative research in IB journals. Professor Rebecca Piekkari, an Area Editor of *Journal of International Business Studies* (JIBS), will discuss the process with editors and author teams of papers that have recently been published in JIBS and JWB. Workshop participants will get a behind-the-scenes understanding of the key challenges that the authors faced, lessons they learned, and the key turning points and insights they obtained during the review process. Participants will hear advice from editors about how authors can maximize the chances of their papers making it through the review process. The workshop will provide opportunities for workshop participants to pose questions of the presenters and reflect on the workshop content.

## Masterclass: Ethnography

**Masterclass Lead: Fiona Moore (Royal Holloway, University of London) | Time and Date: 5 July, 2-5pm CET**

Drawing on my experience of more than 25 years as an anthropologist of business and organisations, we will begin with a discussion of what makes a study “ethnographic”, and about how ethnography in business draws on, and develops, work done in more traditional settings. We will consider various theoretical and practical traditions in ethnography and their relevance to business and management. We will then engage in various practical exercises aimed at developing participants’ skills as ethnographers and at instilling an “ethnographic mentality” for use in fieldwork.

## Masterclass: Partial Least Squares Structural Equation Modeling (PLS–SEM) and Necessary Condition Analysis (NCA) in IB Research

**Masterclass Leads: Nicole Richter (University of Southern Denmark), Christian Ringle (Hamburg University of Technology) | Time and Date: 5 July, 2-5pm CET**

This workshop introduces and encourages the combined use of partial least squares structural equation modeling (PLS-SEM) and the necessary condition analysis (NCA) that enables researchers to explore and validate hypotheses following a sufficiency logic, as well as hypotheses drawing on a necessity logic.

Since the 2000s, PLS-SEM has gained widespread popularity in a variety of disciplines, among them (international) marketing and management research. The method estimates theoretically established causal-predictive relationships between latent variables (i.e. constructs measured by observed indicators). The results can empirically substantiate the determinants (X) that lead to an outcome (Y). Authors who interpret their PLS-SEM findings often use expressions such as “X increases Y” or “a higher X leads to a higher Y”. The interpretation, therewith, follows a sufficiency logic. Understanding relationships in terms of sufficiency logic is extremely relevant.

In contrast, the NCA is a relatively novel research methodology that has attracted much attention in the academic community in recent years. The NCA follows a necessity logic (“X is necessary for Y”) and can identify necessary conditions in data sets. A necessary condition is a critical factor for an outcome: if the necessary cause is not in place the outcome will not materialize. Hence, the necessary condition can be a bottleneck, critical factor, constraint, disqualifier, etc. The right level of a necessary condition must be put and kept in place to avoid guaranteed failure. By adding a different logic and data analysis approach, an NCA adds both rigor and relevance to theory, data analysis, and publications.

With a combined use of PLS-SEM and NCA, we can determine the factors that produce the best possible outcome (i.e. the should-have factors; sufficiency logic) and those that are critical for an outcome (i.e. the must-have factors; necessity logic). Importantly, the should-have factors can only increase an outcome after the must-have factors have been taken care of. If necessary conditions are ignored or neglected in a field where we theoretically assume they exist, the result will be incomplete findings and recommendations. PLS-SEM is an approach to identify the determinants that can increase an outcome. NCA identifies the necessary level of a determinant that is needed to enable the outcome (Richter et al., 2020).

In this workshop, we will, therefore, introduce sufficiency and necessity logic as well as the foundations of a combined PLS-SEM and NCA use. For a case study illustration we use the SmartPLS 4 software. We provide insights into the logic, assessment, challenges and benefits of a combined use of PLS-SEM and NCA.



## Upcoming AIB UKI events

Registration for the AIB UKI Methods workshops at the upcoming AIB UKI Chapter Conference in Glasgow is now open. These workshops are jointly organized with the University of Glasgow. Please note, that the registration is for **IN PERSON** attendance. To register, please click [here](#). Details can also be found on the conference website <https://www.aib-uki.org/methods-workshops.html>

## Necessary Conditions Analysis

Instructor: [Dr. Nicole Franziska Richter](#)

Date and time: 12th April 2023, 9am to 5pm

Necessary Condition Analysis (NCA) is a novel research methodology that has attracted much attention in the academic community in recent years. NCA follows a necessity logic and can identify necessary conditions in data sets. A necessary condition is a critical factor for an outcome: if the necessary cause is not in place the outcome will not materialize. Hence, the necessary condition can be a bottleneck, critical factor, constraint, disqualifier, etc. In international business, we, for instance, demonstrated that political stability is a necessary condition for inward foreign direct investments into a country. In practice, the right level of a necessary condition must be put and kept in place to avoid guaranteed failure. By adding a different logic and data analysis approach, NCA adds both rigor and relevance to theory, data analysis, and publications. NCA has the potential “to change how researchers approach testing for cause-and-effect relationships” (according to an editor of a top journal).

### The workshop will focus on the following main topics:

- Introduction to necessity logic and NCA
- Foundations of the NCA method, its application and relevance, in particular relating to international business research
- The complementary use of NCA, when compared to regression-based methods.
- Illustration of the method and its practical application, using an IB dataset and RStudio to enable participants to perform their own NCA.

## Literature Reviews in the Age of Information Overload

Instructor: [Dr. Noemi Sinkovics](#), Date and time: 13th April 2023, 9.30am to 12.30pm

Prerequisites of publishing include the identification of relevant and interesting research questions, the adequate delineation and framing of research problems, and the quality of the research design and execution. The ability to identify and analyse relevant literature underpins each stage of the research process. However, the exponential growth of publications within and outside of business and management studies can be overwhelming. Researchers need effective and efficient tools to identify, analyse, and synthesize relevant literature. This workshop offers an introduction to tools and techniques that can help researchers make sense of large bodies of literature and design search strategies that lead to manageable samples. With the proliferation of literature reviews in academic journals, the expectation of what qualifies as a meaningful literature review is constantly changing. The workshop will walk participants through some guidelines to help them keep up with the changing demands. During the workshop we will work with different software tools (e.g., EndNote, NVivo, and VosViewer) that can aid the search and analysis process as well as enhance creativity in the initial design process.

### The workshop will focus on the following main topics:

- Research idea generation and question development. Early theorizing and research project building (VosViewer, NVivo and Endnote software)
- Consolidation of research streams, identification of opportunities for further research and interesting research avenues.

## An Introduction to Partial Least Squares Structural Equation Modelling

Instructors: [Dr. Nicole Franziska Richter](#) and [Prof. Dr. Rudolf R. Sinkovics](#),

Date and time: 13th April 2023, 9.30am to 12.30pm

This focused workshop looks at partial least squares structural equation modelling (PLS-SEM), which has received considerable attention in a variety of business and management disciplines.

The goal of PLS-SEM is the explanation of variances (prediction-oriented character of the methodology) rather than explaining covariances (theory testing via covariance-based SEM). The application of the PLS-SEM method is of particular interest if the premises of covariance-based SEM are violated, and the assumed relations of cause-and-effect are not sufficiently explored. An additional advantage of the PLS-SEM method is the unrestricted incorporation of latent variables in the path model that either draws on reflective or formative measurements models.

### The workshop will focus on the following main topics:

- What is PLS-SEM,
- starting to theorise, develop concepts and operationally measure research questions using PLS-SEM
- Introduction to state-of-the-art of PLS-SEM using the SmartPLS 4 software.

## Upcoming Online methods training events at NARTI

### Mixed Methods research strategy workshop with Professor Niina Nummella | Date: 24/04/2023

The workshop is targeted at doctoral students interested in mixed methods research. The doctoral students are expected to have a preliminary idea about their doctoral thesis topic. Prior knowledge on research methodology is considered beneficial, but essential. Students will gain a deeper understanding about mixed-methods research and its practical applications, including when mixed methods research is applicable and whether the approach would be beneficial and purposeful in their own research.

To register a place on this online session, please complete the following form as soon as possible: <https://forms.office.com/e/qYZV7AjPGh>

For more research methods courses and events on offer at NARTI [click here](#).

## AIB RM–SIG, RRBM and CIBER Webinar: Implications of Responsible Research for International Business Scholarship and Practice

Contributed by Duc Nguyen, The University of Manchester

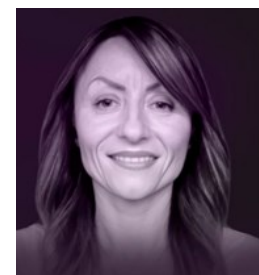
On March 11, 2022, the AIB RM-SIG co-sponsored a panel discussion with the Responsible Research in Business and Management (RRBM) global network and the Georgia Tech Center for International Business Education and Research (CIBER) that focused on responsible research in the international business field. Titled “Implications of Responsible Research for International Business Scholarship and Practice” the panelists comprised Lorraine Eden, John McIntyre and Anne Tsui. Aggie Chidlow moderated the session. The following is a summary of their discussion.



### Aggie Chidlow:

Aggie opened the discussion by introducing the panelists and the aims of the webinar. Aggie said the purpose of the webinar was

- 1) for the panelists to cover a variety of topics relating to responsible research and business that will hopefully assist and inspire IB scholars in building a sound body of knowledge that both develops theory and serves society based on credible methodology and
- 2) to draw the IB community's attention to the RRBM's global network and the work other scholars, institutions and accreditation bodies are doing to support responsible research.



### Anne Tsui:

Anne began her discussion by providing webinar participants with a two-part definition of responsible research. The first is the responsibility to science to produce credible, reliable, and trustworthy knowledge. The second is the responsibility to society that the knowledge produced can be used by students and businesses to tackle the grand challenges of the 21<sup>st</sup> century. Providing an example of responsible research, Anne spoke about the work of Michael Kremer, Esther Dulfo, and Abhijit Banerjee on ‘alleviating global poverty’, which won the 2019 Nobel Memorial Prize in Economics. Highlighting how those authors broke down the complex issue of poverty into “smaller, more manageable questions”, Anne described how management and IB scholars could do similar research to contribute to a better world. To help researchers engage in this type of research, Anne discussed the RRBM’s seven principles. These are:



- 1. Service to society:** Choose problems and discover solutions that will benefit both business and the broader society, locally and globally, for the ultimate purpose of creating a better world for everyone.
- 2. Basic and applied research:** Contextualize theory to improve its relevance to the local context and prioritize problem-solving research for practice improvement.
- 3. Pluralistic and multi-disciplinary research:** Understand different epistemology and ontology in different contexts; discover context-dependent and context-free knowledge.
- 4. Sound methodology:** Choose or develop methods suited to local culture, values, and linguistic styles; use both interpretive and intervention methods.
- 5. Stakeholder involvement:** Involve locals in defining the questions, engaging local collaboration for a deep level

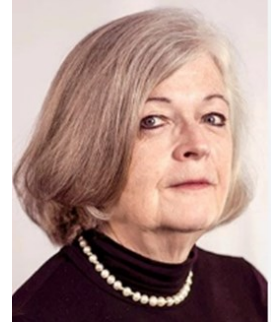
of understanding, and seeking local advice.

**6. Impact on stakeholders:** Respect local culture & practices, be sensitive to respondent well-being, add positive values to both local and global communities; and

**7. Broad dissemination:** Use local language and channels to share research findings: and offer advice based on risk assessment of possible wrongful conclusions.

#### **Lorraine Eden:**

Lorraine's discussion was based on her RRBM award-winning 2021 co-authored paper published in the *Journal of International Business Policy*. In discussing that paper, Lorraine outlined the approaches they took to provide actionable and practical evidence-based policy advice to governments and MNEs when dealing with the wicked problems of the United Nations' Sustainable Development Goals. Lorraine went on to discuss the many opportunities for responsible research in IB and why such work is important for IB scholars. Lorraine concluded her discussion by encouraging PhD students and young faculty to engage in this type of research. Lorraine said: "It is enormously fun. And one other thing is not only can you engage in good science, but I think it's really satisfying to think that maybe, just maybe at the end of the day, you might be making a little bit of a difference in the real world there."



#### **John McIntyre:**

John began his discussion by outlining the nub of the problem with business school research: "it is low impact, weak in integrity, and low in relevance." To increase the relevance and impact of research, John spoke about how a focus on Grand Challenges can produce research outputs that impact policy, business practices and society, highlighting how the IB field is "uniquely positioned" to examine complex issues that cut across disciplines and national boundaries. John went on to discuss the Grand Challenges and IB research agenda to inspire and encourage IB scholars to engage in research that can potentially improve the quality of life for the many. John also provided examples from Georgia Tech's Crafting IB research that reflects the RRBM foundational principles.



The webinar was promoted via the RRBM's website: <https://www.rrbm.network/taking-action/events/online-events/implications-of-responsible-research-for-international-business-scholarship-and-practice/>.

The AIB RM-SIG webinar recordings can be accessed by AIB members, visit the following link: <https://member.aib.world/videos/rmsig.asp>

#### **References:**

Eden, L., & Wagstaff, M. F. 2021. Evidence-based policymaking and the wicked problem of SDG 5 Gender Equality. *Journal of International Business Policy*, 4: 28-57.

Montiel, I., Cuervo-Cazurra, A., Park, J., Antolín-López, R., & Husted, B. W. 2021. Implementing the United Nations' sustainable development goals in international business. *Journal of International Business Studies*, 52(5): 999-1030.

Tsui, A. S. 2022. From traditional research to responsible research: The necessity of scientific freedom and scientific responsibility for better societies. *Annual Review of Organizational Psychology and Organizational Behavior*, 9: 1-32.

## **Participate in future RM-SIG webinars!**

The RM-SIG holds webinars throughout the year. Keep an eye on our website and social media account for more information. The next webinar is:

### **Qualitative Comparative Analysis Techniques and IB Research**

19 April @ 2:30 pm - 4:00 pm UTC+0

<https://www.aib.world/event/aib-sig-webinar-qualitative-comparative-analysis-techniques-and-ib-research/>

# RRBM Responsible Research in Business & Management

## Enhancing responsible research agenda in collaboration with the Responsible Research in Business & Management (RRBM) global network:

### AIB RM-SIG & RRBM's Joint Activities

To enhance awareness of what responsible research is in the business and management scholarship, our Vice President for Responsible Research Methods, Aggie Chidlow, has continued to pursue strategic initiatives in collaboration with the Responsible Research in Business and Management (RRBM) global network. The aim of such activities is not only to ensure that international business scholarship is both credible and socially responsible but also to advance a critical and ethical understanding of what responsible science is. The AIB RM-SIG is delighted to work alongside the RRBM global community in order to inspire, encourage and support responsible research in business and management science.

The activities included:

- 2nd RRBM on Tour Symposium hosted by the Poznan University of Economics and Business (Poland), March 10, 2022 (<https://www.rrbm.network/taking-action/events/online-events/rrbm-on-tour-symposium-poznan/>)
- 3rd RRBM on Tour Symposium hosted by the University of Dubrovnik (Croatia), April 8, 2022 (<https://www.rrbm.network/taking-action/events/online-events/rrbm-on-tour-symposium-dubrovnik-zagreb/>)
- 4th RRBM on Tour Symposium hosted by Woxsen University (India), October 6, 2022 (<https://www.rrbm.network/taking-action/events/online-events/rrbm-on-tour-symposium-woxsen/>)
- Seminar titled "Methodological Fit" hosted by Cranfield University (UK), November 3, 2022 (<https://www.rrbm.network/taking-action/events/online-events/methodological-fit/>)

Forthcoming activities:

- 5th RRBM on Tour Symposium hosted by Woxsen University (India), May 22, 2023
- Responsible Research Summit (<https://www.rrbm.network/taking-action/events/2023-responsible-research-summit/>)



## Upcoming Methods Summer School

Registrations are open for [MethodsNET's](#) flagship [Summer School in Social Research Methods](#). Hosted at Radboud University, Nijmegen, The Netherlands, from 12 – 16 June (online) and 19 - 30 June (in-person), the Summer School is a pluralistic methods training event, with no fewer than 40 main courses, covering a range of methodological traditions.

To view the courses on offer [Click here](#). For more information and registrations visit the event website [here](#).



## AIB RM–SIG and JIBS Webinar: Reviewing and Editing Qualitative Manuscripts: Dealing with Potential Biases

Contributed by Duc Nguyen, The University of Manchester

On September 22, 2022, the AIB RM-SIG hosted a webinar on Reviewing and Editing Qualitative Manuscripts: Dealing with Potential Biases. The webinar was organised by the incoming editorial team of JIBS and the RM SIG of AIB. It aimed to provide guidance for authors, reviewers and editors on how to ensure that qualitative research is evaluated fairly and on its merits. Tima Bansal was the keynote speaker and Eileen Fischer followed with a commentary. Rebecca Piekkari and Catherine Welch co-moderated the webinar. The following is a summary of their discussion.



### Rebecca Piekkari: Opening and Purpose

Rebecca opened the presentation by speaking about how researchers have a preferred method, theory, and belief structure that may bias the way they evaluate qualitative research. Rebecca emphasized the importance of recognizing such biases to ensure that the publication process is both fair and inclusive to authors, reviewers, and editors. Rebecca mentioned that in 2020, Nielsen and colleagues reviewed 50 years of IB research in JIBS and found that the diversity of qualitative methods was still modest. Therefore, one of the goals of the new editorial team of JIBS, headed by Rosalie Tung, is to make the journal more inclusive and pluralistic in terms of different methods. Rebecca said that in this way qualitative research will be able to continue to make interesting theoretical contributions with this webinar taking the first step in that direction.



### Tima Bansal: Reviewing and Editing Qualitative Manuscripts

Tima's presentation was based on an editorial Tima co-authored in 2021 in *Strategic Organization*. The editorial was motivated by the recognition that to move qualitative research forward in top-tier management and international business journals, there needed to be a change in the way how reviewers and editors engaged with authors. Tima went on to describe the unique attributes of qualitative manuscripts that require reviewers and editors to take a different approach than that of quantitative manuscripts to move beyond their unconscious biases. When reviewing, Tima suggested that reviewers should:



- be clear in highlighting the problem(s),
- be open and willing to ask questions,
- engage in a dialogue with the authors and
- offer suggestions to take the manuscript forward.

**A guiding principle is: Don't discard or discount a manuscript because it does not fit a particular mould but let it stand on its own merits.**

Tima offered tips and questions for reviewers to reflect on when reviewing. These include:

- Is the paper motivated by a research question that is important and new?
- Did the authors extend the theory based on their findings?
- Are the methods substantial and internally consistent?
- Are there any critical gaps in the explanation?

For editors, Tima highlighted the need to be clear as to what the problems are yet "to show latitude to the authors."

Editors should err on the side of the author if there is “magic” in the manuscript. In concluding the presentation, Tima offered some provocations for improving the review and editorial process. These are:

- Focusing on the ‘wow’ factor. If you find magic in a paper, give it a chance. We need more papers that wow us to move away from the incremental, templated approach to demonstrating that qualitative research can address the ‘big questions’.
- Retaining the authors’ voice - qualitative work is as much art as it is science.
- Be fulsome in describing the issue(s), but allow for variability in the response and presentation.
- Be willing to invite authors’ responses and really ‘listen’ to the authors, and
- Consider rapid prototyping if the paper is “truly out there.”



### Eileen Fischer: Commentary

Eileen began her commentary by encouraging participants to read Tima’s 2021 editorial which goes into detail about how reviewers can be supportive of editors and in turn how editors can support the work of reviewers. Eileen underscored Tima’s presentation by outlining the constructive and less constructive things reviewers do. **Constructive** things reviewers can do to improve the process include:

- Thinking about what “conversation” the paper is joining. Can you help the authors clarify that conversation or identify specific references that they can consult to improve their positioning?
- Thinking about the context under investigation. Have the authors made a convincing case for what this is an “instance of”? If not, can you offer suggestions that might help them?
- Examine the research question(s). Are they clear and well justified? If not, can you suggest how to address this? Does it seem that the research question can be answered with the data the authors have already collected? If not, what data are strictly needed?

**Less constructive** things that reviewers need to avoid include:

- Asking authors to use a particular qualitative methodology
- Suggesting literature is omitted without specifying examples of what that literature is
- Critiquing the theorizing without explaining why it’s not satisfactory

Eileen concluded her commentary by emphasizing that reviewers should avoid “hijacking” the manuscript. Eileen said: “Don’t try and get the authors to write the paper you would write if you had their data or you were studying their context, or you were writing about to join the same conversation. If you want to help the authors, if you want to help the editor, if you want to coach pathbreaking, original and innovative qualitative research, don’t put your agenda first. Try and help the authors follow theirs.”

RM-SIG webinar recordings can be accessed by AIB members, visit: <https://member.aib.world/videos/rmsig.asp>

### References:

Corley, K., Bansal, P., & Yu, H. 2021. An editorial perspective on judging the quality of inductive research when the methodological straightjacket is loosened. *Strategic Organization*, 19(1): 161-175.

Nielsen, B. B., Welch, C., Chidlow, A., Miller, S. R., Aguzzoli, R., Gardner, E., ... & Pegoraro, D. 2020. Fifty years of methodological trends in JIBS: Why future IB research needs more triangulation. *Journal of International Business Studies*, 51(9):1478-1499.

Tung, R. L. 2023. To make JIBS matter for a better world. *Journal of International Business Studies*, 54(1): 1-10.

## Continue the discussion on reviewing at the 2023 AIB annual meeting

The IB community will come together this year in Warsaw to offer the first ever All-Academy workshop on reviewing. Come and hear from journal editors and winners of ‘best reviewer’ awards. For more details, see: <https://www.aib.world/events/2023/preconference/all-academy-reviewing-workshop/>

## NEW PUBLICATIONS

### Research practices for a pandemic and an uncertain future: synthesis of the learning among the social research community 2020–2022

Melanie Nind, Andy Coverdale & Robert Meckin

#### Abstract

This paper synthesises a large dataset on how social research methods and practices have been adapted or designed for use within pandemic conditions and a climate of crisis and uncertainty. The data were generated through two rapid evidence reviews of the methodological literature and in dialogue with social researchers in online knowledge exchange workshops. The authors apply the concepts of crisis, uncertainty and sustainability to discuss the ways in which social researchers are able to conduct research and make it valid, trustworthy and ethical in times of great challenge for research. The paper provides a big picture of the challenges and the degree of maturity and sustainability of various methodological responses. The authors conclude that some methods are at a critical juncture in their development for times of crisis and uncertainty and that these merit particular attention for those involved in capacity building for social research.



Nind, M., Coverdale, A. & Meckin, R. 2023. Research practices for a pandemic and an uncertain future: synthesis of the learning among the social research community 2020–2022, *International Journal of Social Research Methodology*, DOI: [10.1080/13645579.2023.2173842](https://doi.org/10.1080/13645579.2023.2173842)

### Review Research as Scientific Inquiry

Sven Kunisch, David Denyer, Jean M. Bartunek, Markus Menz, and Laura B. Cardinal

#### Abstract

This article and the related Feature Topic at *Organizational Research Methods* were motivated by the concern that despite the burgeoning number and diversity of review articles, there was a lack of guidance on how to produce rigorous and impactful literature reviews. In this article, we introduce review research as a class of research inquiries that uses prior research as data sources to develop knowledge contributions for academia, practice and policy. We first trace the evolution of review research both outside of and within management including the articles published in this Feature Topic, and provide a holistic definition of review research. Then, we argue that in the plurality of forms of review research, the alignment of purpose and methods is crucial for high-quality review research. To accomplish this, we discuss several review purposes and criteria for assessing review research's rigor and impact, and discuss how these and the review methods need to be aligned with its purpose. Our paper provides guidance for conducting or evaluating review research and helps establish review research as a credible and legitimate scientific endeavor.



Kunisch, S., Denyer, D., Bartunek, J. M., Menz, M., & Cardinal, L. B. 2023. Review research as scientific inquiry. *Organizational Research Methods*, 26(1): 3-45. DOI: [10.1177/10944281221127292](https://doi.org/10.1177/10944281221127292)

### Stay tuned! Upcoming RM–SIG Webinar

The RM SIG will be hosting a webinar on the upcoming *Organizational Research Methods* (ORM) feature topic on rigorous and impactful literature reviews, so make sure you watch for announcements!

## 2nd EIBA EU CatChain Summer School

**INNOVATION AND CATCHING-UP ALONG THE GLOBAL VALUE CHAINS: RESEARCH METHODS AND NEW APPROACHES IN INTERNATIONAL BUSINESS**



### Joint event EIBA-CATCHAIN EU Project

The European International Business Academy (EIBA), in collaboration with the Instituto Complutense de Estudios Internacionales at the Universidad Complutense de Madrid, is pleased to announce that the 2nd EIBA Summer School will be held at the Universidad Internacional Menéndez Pelayo, Magdalena Campus, <http://www.uimp.es/en/>, Santander, Spain, August 28th - September 1st, 2023.

The school will be co-organized and co-sponsored by the CatChain Project "[Catching Up along the Global Value Chains. Models, determinant and policies](#)" and EIBA. This year's topic will feature research methods and new approaches in international business for navigating innovation and catching-up in global value chains.

The School aims to provide participants with tools to understand and tackle different dimensions of global value chains (GVCs) in IB. To do so, examples of traditional and emerging IB topics will be analyzed (i.e. international knowledge creation, GVCs formation and restructuring, and policy trends – especially in terms of sustainability and digital transition), illustrating how to do justice to the conceptual and methodological challenges (and opportunities) characterizing new international reconfigurations of GVCs.

The study of GVCs requires accounting for more recent phenomena, such as big data, blockchains, AI, platforms, and complex networks. Additionally, it requires eclectic methodological choices that combine multiple methods to pursue rigorous, reliable and valid results. Attention will be given to quantitative, qualitative and mixed methods, via lectures, seminars and workshops.

Each day we will analyze different dimensions of innovation and GVCs by exploring a different IB topic. Daily sessions will consist of an initial inspiring lecture by an expert of the field, followed by a workshop on the associated challenges and opportunities of GVC in term of research design, data collection and data management, a methodological session on traditional and advanced techniques and a workgroup for student training. The last day will be devoted to the sustainability of research activities and to the final presentations from participants, who will be asked to connect the knowledge and insights gained during the school with their own research.

### Format And Goals

The Summer School offers lectures delivered by internationally leading scholars on the specific designated topic, methodological workshops and supervised tutorials/teamwork. Key features of the pedagogical approach adopted by the Summer School are as follows:

- Morning lectures will be offered by invited professors. Lectures cover a large variety of issues regarding recent advances in theory and applications in IB.
- Mid-day sessions will be devoted to methodologies
- Afternoon workshops are devoted to group work aimed to apply the issues and methodologies presented during the previous sessions, this likely connected to students' research topics.
- Evening social scientific dinners are to connect participants, discuss paths of academic careers, publication strategies, role of social media etc.

Great importance is attached to informal discussions, which are precious for sharing experiences and expanding networks, among participants and with invited professors who are asked to stay a few days for that purpose. The organization aims at creating moments for get-together activities (shared meals, field visits, dinners, etc).

### Organisers

#### Local Organizing Committee:

Isabel Álvarez (ICEI Universidad Complutense de Madrid); F. Javier Velázquez (ICEI Universidad Complutense de Madrid); Antonio Biurrún (ICEI Universidad Complutense de Madrid); Esther Gil (ICEI Universidad Complutense de

Madrid.

### **Scientific Committee:**

Isabel Álvarez ICEI, UCM; Lucia Piscitello, Politecnico di Milano, EIBA Chair; Javier Velázquez, ICEI, UCM; Catherine Welch, Trinity College Dublin.

### **Faculty:**

Lucia Piscitello, Politecnico di Milano; John Cantwell, Rutgers University; Torben Pedersen, Copenhagen Business School; Isabel Álvarez, ICEI Universidad Complutense de Madrid; Diletta Pegoraro, Politecnico di Milano.

### **Application | Target and Selection of Participants**

The EIBA-CatChain Summer Schools targets Ph.D. students, postdocs and early career researchers. The number of students attending each course is limited to 30. The School is especially addressed to doctoral students and young postdoctoral scholars.

The program provides networking opportunities and allows developing global partnerships.

**HOW TO APPLY: Prospective participants are required to send (by email to: [diricei@ucm.es](mailto:diricei@ucm.es) and [mialvare@ucm.es](mailto:mialvare@ucm.es)) a 1-page letter (pdf) organized as follows:**

- name, department/university, current position (PhD student, postdoc, other)
- educational background
- research activity and interests
- motivations for participating in the School

**SELECTION CRITERIA: The Organizing Committee will consider a number of features including: the coherence of the motivation with the aim and scope of the school, the potential benefit for the student's research, the timeliness for the development of the student's career.**

### **Applications**

Call for applications will be circulated at the beginning of March and the application deadline will be mid-April.

### **Accommodation**

Accommodation costs for doctoral researchers and early career researchers will be covered by the School (this includes 5 nights' accommodation, breakfast and lunch for 5 days) at the Universidad Internacional Menéndez Pelayo, Santander, Spain <http://www.uimp.es/en>.

### **Registration Fee**

- 550 euros (UIMP School Fee + UIMP accommodation costs)
- All the participants should be (or should become) EIBA Members
- Costs Covered: the registration fee includes 5 days of lectures, course materials, wi-fi connections, lunches, accommodation.

### **Testimonies from EIBA's First Summer School:**

"The 1<sup>st</sup> EIBA Summer School was a great opportunity to gain insights and exchange ideas with key experts in the field. It also gave me the chance to develop a valuable and lasting network with fellow doctoral students!"

"Being at the very early stage as a PhD student, the discussion has been helpful. Extremely thankful to faculties and facilitators who made all the sessions synchronized, relevant and easily understandable."

"The EIBA Summer School was a great opportunity to get a glimpse into the latest methodological advancement and current research avenues of the IB field. Moreover, it gave me the chance to get to know and engage in open discussions with researchers who contributed to the establishment and advancement of our field."

## RM–SIG Webinar: An Introduction to Simulations for IB Research

On November 16, 2022, the AIB RM-SIG hosted Dr Trevis Certo, professor of Business at Arizona State University, to give an online seminar presentation to speak about the use of simulations in research and its potential application to IB. Stewart Miller, Professor of Management (The University of Texas at San Antonio) moderated the session. The following is a summary of the webinar.



Trevis began the presentation by outlining the benefits of using simulations in research. These include:

- helping researchers to better understand the statistical methods employed;
- providing researchers with the ability to test ideas prior to empirical data collection; and
- being better able to instruct postgraduate students about statistical methods through the use of a clean and closed environment.

Speaking to these benefits, Trevis provided examples of how his use of simulations has led to methods contributions in discussions on panel data, endogeneity and instrumental variables, sample selection and Heckman models, and the use of ratios in statistical models.

Trevis then went on to provide webinar participants with an example of how to use simulations in research through a demonstration on STATA. There are four basic steps to simulations:

In the **first** step, the researcher creates an artificial data set, that is, what Trevis refers to as the data generation process (DGP). In contrast to empirical research where the researcher has a dataset and analyzes it to find statistically significant results, simulations work the opposite way wherein the researcher builds the dataset first. This forces the researcher to consider explicitly what is the dependent variable under investigation relative to the literature.

In the **second** step, the researcher determines the size of the sample and its unique structure (i.e., groups, levels, and correlations) as well as the number of iterations (i.e., number of datasets) to be analysed. Trevis suggested that when figuring out these aspects think about whether it would be considered realistic by the reader.

The **third** step involves the use of estimators to create parameter estimates using different techniques such as OLS or 2SLS. Trevis explained that when creating parameter estimates, the choices of which technique to apply are endless: “you can do whatever you want.”

The **fourth and last** step in using simulations entails comparing estimates. Here, the researcher seeks to determine, for example, how the coefficients, standard errors, R squares or confidence intervals in OLS compare to 2SLS to determine which model is correct. Trevis noted that knowing which model is correct is the advantage of simulations.

Trevis concluded the presentation by highlighting how simulations involve a different way of thinking about research that can be extended in a number of ways to include Bayesian analysis, Bootstrapping, Agent-based models and non-normality. For IB researchers, Trevis highlighted opportunities for simulations to shed light on:

- Variables and/or sampling techniques that have unusual properties
- Inconsistencies in how IB researchers approach the same (or similar) problem and
- How simulations can help IB researchers better understand the variables, techniques, and procedures they utilise in their own research

Trevis suggest that if participants are interested in using simulations in their research, they should read Gelman, Hill and Vehtari (2020), which is available online for free.

RM-SIG webinar recordings can be accessed by AIB members, visit: <https://member.aib.world/videos/rmsig.asp>

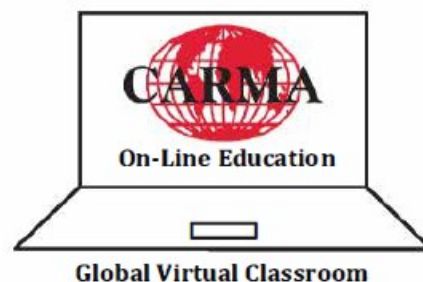
### References:

- Certo, S. T., & Semadeni, M. 2006. Strategy research and panel data: Evidence and implications. *Journal of Management*, 32(3): 449-471.
- Certo, S. T., Busenbark, J. R., Woo, H. S., & Semadeni, M. 2016. Sample selection bias and Heckman models in strategic management research. *Strategic Management Journal*, 37(13): 2639-2657.
- Gelman, A., Hill, J., & Vehtari, A. 2020. *Regression and other stories*. Cambridge University Press.

## Upcoming Live Online Short Courses

## New Live On-Line Short Courses

CARMA's next set of Live Online Short Courses will be held May 9-12, 2023, and then we have another set of courses June 5-23, 2023. These courses will be held via CARMA's Virtual Global Classroom using Zoom. These upcoming programs will offer participants their choice of seven courses in May and twenty-seven courses in June, with an emphasis on hands-on experience and on the application of the topic with an equal amount of lecture and lab-time. Our instructors are leading methodological scholars recognized within the organizational studies and management areas as experts on their topics, and several are current or past editors of leading organizational journals.



**May 9-12, 2023 (One Session, Seven Course Options, 9:00 AM-2:00 PM GMT + 1). all courses are taught concurrently, so a participant can take only one course.**

1. "Advanced Regression and Interactions" – Dr. Jeremy Dawson, Sheffield University
2. "Introduction to Structural Equation Methods" – Dr. Jonas Lang, Ghent University
3. "Grounded Theory Method & Analysis" – Dr. Tine Koehler, The University of Melbourne
4. "Qualitative Text Analysis using Digital Tools" – Dr. Christina Silver, University of Surrey
5. "Introduction to Multilevel Analysis" – Dr. Vicente González-Romá, University of Valencia
6. "Meta Analysis" – Dr. Mike Cheung – National University of Singapore
7. "Case Study Methodology" – Dr. Catherine Welch, Trinity College Dublin

May Course Descriptions, Pricing, and Time Schedule [Click here](#)

**June 5-23, 2023 (Three Sessions, Twenty-Seven Course Options, 10:00 AM-3:00 PM ET)**

Session 1: June 5-8 (Ten Course Options, Choose One)

1. "Introduction to R and Data Analysis" – Dr. Scott Tonidandel, University of North Carolina-Charlotte
2. "Introduction to Multilevel Analysis with R" – Dr. James LeBreton, Pennsylvania State University
3. "Introduction to SEM with LAVAAN" – Dr. Betty Zhou, University of Minnesota
4. "Systematic Reviews and Meta-Analysis in R" – Dr. Ernest O'Boyle, Indiana University
5. "Introduction to Python for Research" – Dr. Jason T. Kiley, Clemson University
6. "Video Methods" – Dr. Curtis LeBaron, Brigham Young University
7. "Macro Research Methods I: Introductory Quantitative Techniques for Data Management and Analysis" – Dr. Tim Quigley, University of Georgia
8. "Interpretive Methods" – Dr. Jane Le, WHU – Otto Beisheim School of Management
9. "Qualitative Text Analysis using Digital Tools" (\*) – Dr. Christina Silver, University of Surrey
10. "Within Person Research" – Dr. Nikos Dimotakis, Oklahoma State University

(\*) This course will be offered from Monday through Wednesday from 10 AM to 4:30 PM ET (3 PM to 9:30 PM London Time).

Session 1- Course Descriptions and Preview Videos [Click here](#)

**Session 2: June 12-15 (Ten Course Options, Choose One)**

1. "Advanced Data Analysis with R" – Dr. Justin DeSimone, The University of Alabama
2. "Advanced Multilevel Analysis I: Growth Models, Mediation, Moderation, Multi-Unit Membership" – Dr. Gilad Chen, University of Maryland
3. "Advanced SEM I: Measurement Invariance, LGM, and Non-recursive Models" – Dr. Robert Vandenberg, University of Georgia
4. "Web Scraping: Data Collection and Analysis" – Dr. Richard Landers, University of Minnesota
5. "Theory, Methods, and Analysis for Research with Dyads" – Dr. Janaki Gooty, University of North Carolina Charlotte
6. "Questionnaire Design" – Dr. Lisa Schurer Lambert, Oklahoma State University
7. "Macro Research Methods II: Endogeneity – Concepts, Techniques, and Tools for Addressing Unexplained Heterogeneity" (\*\*) – Dr. John Busenbark, University of Notre Dame
8. "Doing Grounded Theory Research" – Dr. Elaine Hollensbe, University of Cincinnati
9. "Advanced Qualitative Methods for Macro Management Research" – Dr. Rhonda Reger, University of North Texas
10. "Modeling and Machine Learning in R" – Dr. Louis Hickman, Virginia Tech

(\*\*) This course will be offered from Monday through Thursday from 12 PM to 5 PM ET (5 PM to 10 PM London Time). Session 2 - Course Descriptions and Preview Videos [Click here](#)

### Session 3: June 20-23 (Seven Course Options, Choose One)

1. “Alternatives to Difference Scores: Polynomial Regression, and Response Surface Methodology” – Dr. Jeff Edwards, University of North Carolina
2. “Advanced Multilevel Analysis II: Longitudinal, Consensus Emergence, Bayes and Dichotomous Outcomes” – Dr. Paul Bliese, University of South Carolina
3. “Advanced SEM II: Missing Data Issue in SEM, Multi-Level SEM and Latent Interactions” – Dr. Robert Vandenberg, University of Georgia
4. “Introduction to Bayesian Analysis” – Dr. Steve Culpepper, University of Illinois
5. “Qualitative Comparative Analysis” – Dr. Thomas Greckhamer, Louisiana State University
6. “Case Study Methods” (\*\*\*) – Dr. Rebecca Piekkari, Aalto University
7. “Methods/Tools for Analytics that Drive HR People Decisions” – Dr. Ron Landis, Millan Chicago

(\*\*\*) This course will be offered from June 19 to June 22 (Monday through Thursday). Session 3 - Course Descriptions and Preview Videos [Click here](#)

June Course Descriptions, Individual & Group Discounts, Time Schedule [Click here](#)

For more information on CARMA Short Courses, including registration information, pricing information, and course descriptions, please visit [CARMA's website](#)



### Some upcoming NCRM Methods Training Events (UK based)

#### Quantitative Methods for Qualitative Researchers

Date: 06/06/2023 - 08/06/2023 | Organised by: Cardiff University | Presenter: Dr Charlotte Brookfield and Prof Malcolm Williams | Level: Entry (no or almost no prior knowledge)

Contact: Liam Moylan ([wiserd.events@cardiff.ac.uk](mailto:wiserd.events@cardiff.ac.uk))

Description: This course is aimed at researchers and teachers who have previously mostly worked in the qualitative tradition of research but wish to understand or begin to research in the quantitative tradition. It assumes no more than a lay knowledge of quantitative methods (such as surveys or polling) and will take participants on a journey from the methodological and epistemological foundations of quantitative methods, through design, sampling and principles of analysis. No prior statistical knowledge is required. The course will mostly follow a problem based learning approach.

The course covers:

- The epistemological and methodological basis of quantitative methods and its challenges.
- Basic research design and quantitative – qualitative integration
- Introduction to sampling
- Introduction to questionnaire design and basic scaling
- Secondary analysis of existing data
- Introduction to basic analysis techniques and significance

For more information on registration information, pricing, and course descriptions [click here](#).



## Causal inference for policy evaluation - online

Date: 06/04/2023 - 07/04/2023 | Organised by: University of Glasgow | Presenter: Dr Bernhard Reinsberg

Contact: Penny White, NCRM Centre Manager [p.c.white@southampton.ac.uk](mailto:p.c.white@southampton.ac.uk)

Description: This training course provides doctoral students with the necessary methodological tools for policy evaluation. Macro-level policy interventions, such as foreign aid in developing countries, are not randomly assigned, which complicates analysis of their causal effects on development outcomes. The course introduces students to the commonly used remedies to the problem of causal identification, including matching on observables, regression discontinuity designs, instrumental variable regression, and difference-in-difference estimation. The course will further a conceptual understanding of these techniques, discuss their pros and cons, and provide practical guidance using examples from the aid effectiveness literature.

The course covers:

- What is policy evaluation?
- The fundamental problem of causal inference
- Bolstering causal inference with observational data using matching on observables, regression discontinuity designs, instrumental variable regression, and difference-in-difference estimation
- The effectiveness of foreign aid

The course schedule is as follows and will equate to 1.5 days for payment purposes: 6th April 2023 : 10am - 1pm / 2pm - 5pm | 7th April 2023 : 10am - 1pm. For more information on registration information, pricing, and course descriptions [click here](#).

For more research methods training courses and events on offer at NCRM [click here](#).



## JIBS Methods Editorials

JIBS regularly publishes guidance on methodological issues. Here is a handy list of the most recent ones:

- The event study in international business research: Opportunities, challenges, and practical solutions: <https://doi.org/10.1057/s41267-022-00509-7>
- Beyond addressing multicollinearity: Robust quantitative analysis and machine learning in international business research: <https://doi.org/10.1057/s41267-022-00549-z>
- Dealing with dynamic endogeneity in international business research: <https://doi.org/10.1057/s41267-020-00398-8>
- Replication studies in international business: <https://doi.org/10.1057/s41267-021-00471-w>
- Research methods in international business: The challenge of complexity: <https://doi.org/10.1057/s41267-020-00374-2>
- A new approach to data access and research transparency (DART): <https://doi.org/10.1057/s41267-020-00323-z>
- Misconceptions about multicollinearity in international business research: Identification, consequences, and remedies: <https://doi.org/10.1057/s41267-019-00257-1>
- New-day statistical thinking: A bold proposal for a radical change in practices: <https://doi.org/10.1057/s41267-019-00288-8>
- The contributions of qualitative comparative analysis (QCA) to international business research: <https://doi.org/10.1057/s41267-020-00313-1>
- Science's reproducibility and replicability crisis: International business is not immune: <https://link.springer.com/content/pdf/10.1057/s41267-017-0081-0.pdf>
- What's in a p? Reassessing best practices for conducting and reporting hypothesis-testing research: <https://link.springer.com/article/10.1057/s41267-017-0078-8>

For more resources visit RM-SIG's website [here](#)

# New publications in International Business

Aguinis, H., Bergh, D. & Molina-Azorin, J.F. 2023. Methodological challenges and insights for future international business research. *Journal of International Business Studies*. 54, 219–232. <https://doi.org/10.1057/s41267-022-00578-8>

## Abstract:

Given the diverse, interdisciplinary, and multilevel nature of international business (IB) research, it is critical to address methodological challenges prior to data collection. Thus, we suggest that an ounce of methodological prevention is worth a pound of cure. We describe the following challenges: (1) researching an important and relevant issue; (2) making meaningful theoretical progress; (3) recognizing, anticipating, and resolving dilemmas in research design and execution decisions; (4) integrating quantitative and qualitative research by using mixed methods; and (5) reducing the “distal proxy fallacy” through measurement error management. We then offer specific and actionable recommendations and implementation guidelines for authors, journal editors, and reviewers for addressing each of these methodological challenges with the overall goal of advancing IB theory.

Santangelo, G.D., & Verbeke, A. 2022. Actionable guidelines to improve ‘theory-related’ contributions to international business research. *Journal of International Business Studies*, 53, 1843–1855. <https://doi.org/10.1057/s41267-022-00567-x>

## Preamble:

The editors of most scholarly journals in business and management, including international business (IB) journals such as *JIBS*, expect authors to make a ‘theory-related’ contribution. Many submissions are rejected outright by the journal’s reviewing editor or after review by field experts because of an insufficient theory-related contribution. In this article, we provide ten actionable guidelines to help authors clarify their theory-related contribution to an extant body of scholarly research, thereby avoiding commonly made mistakes.

Mahadevan, J. & Moore, F. 2023. A framework for a more reflexive engagement with ethnography in International Business Studies, *Journal of World Business*, <https://doi.org/10.1016/j.jwb.2022.101424>.

## Abstract:

A limited idea of what ethnography involves, and dominant disciplinary ideas of rigour and validity stand in the way of International Business studies engaging more deeply with ethnography. For higher managerial and scholarly relevance, we propose the use of “reflexive engagement”. Reflexive engagement involves the researcher (ethnographer), the research subjects (actors) and those reading the study report (audience) in the “ethnographic triangle”. We outline the principles of reflexive ethnographic engagement with all three sides of the ethnographic triangle. We provide ethnographers in International Business studies with concrete research and writing advice regarding the three criteria of ‘excellent’ ethnography, namely positionality, plausibility and intersubjectivity.

In press, available online 13 February 2023

Please note that Fiona Moore will be delivering one of the RM-SIG’s masterclasses on 5 July 2023, as part of the RM-SIG’s pre-conference program at the AIB’s Warsaw annual meeting. Be sure to register early for this event!

For more information on the RM-SIG, find us on the Web at:

<https://rmsig.aib.world/>

## Contact Us

If you have any feedback, content or suggestions for the next issue, please let us know.

Contact:

[welchc@tcd.ie](mailto:welchc@tcd.ie)

This newsletter was co-edited by Duc Nguyen, The University of Manchester