AIB 2024 meeting in Seoul:

This will be the 9th AIB annual meeting in which the RM-SIG will offer pre-conference master-classes and workshops. A total of four masterclasses and workshops will be held on 2 July:

1. Masterclass: **AI, GPT4, Measurement and the Epistemology of Research**

   Masterclass lead: Andrew Delios (National University of Singapore)

2. Masterclass: **Qualitative Research in Emerging Markets**

   Masterclass lead: Tian Wei (Fudan University)

3. Workshop: **So, You Want to Conduct an Experience-Sampling Study: An In-Depth Discussion of Conceptual, Operational, & Logistical Issues**

   Workshop lead: Joel Koopman (Texas A&M University)

4. Workshop: **Conducting Mixed-methods Research in IB: Potential and Pitfalls**

   Workshop lead: Niina Nummela (Turku School of Economics)

Registration is now open at the following link:

https://www.aib.world/events/2024/preconference/research-methods-workshops-and-masterclasses/

In this Newsletter:

- **AIB 2024 Seoul pre-conference program**
- **Feature: Upcoming RM-SIG Webinar**
- **EIBA Summer School**
- **Methods training, including CARMA June short courses**
- **Edward Elgar Publishing: New Titles on Research Methods**

AIB 2024 annual meeting

Upcoming RM–SIG Masterclasses and Workshops

Masterclasses

Title: AI, GPT4, Measurement and the Epistemology of Research

Masterclass lead: Andrew Delios (National University of Singapore)

Short description: The science of social science develops and improves over time. But how much of social science is science, in the strictest sense of the definition of science? This question is not a new one, but it is an important one for understanding what skills we need to develop as social scientists involved in research on organizations. Its importance extends from the practices we adopt and the practices that we focus on improving, in order to progress the rigor of our methodologies and the consequent level of confidence we have in empirical results. Our session will oscillate between big picture epistemological issues and specific examples that consider techniques related to improving measurement, alternatives to the solo-hero researcher model, and the incorporation of large language models such as GPT4, Claude 2 and Bard into our research processes.

Title: Qualitative Research in Emerging markets

Masterclass lead: Tian Wei (Fudan University)

Short description: The importance of theory building makes qualitative research undeniable in today's rich, open and complex international environment. Recently, an explosion of new international business phenomena in emerging markets increases the pressure of building theories and provides attractive research sites for qualitative scholars. Yet, existing literature on the trustworthiness of qualitative methods in international business follow western methodological convention, which originates from developed economies and is not easy to capture contextual richness of emerging markets. This masterclass targets early career scholars and PhD students. It firstly reviews two traditional philosophical paradigms of qualitative research: qualitative positivism, and naturalist paradigm. After that, it explores the context of emerging markets and identifies action risks in establishing trustworthiness of qualitative methods in emerging markets. Finally, after discussions and brainstorming, it suggests approaches and procedures on contextualization and theorization in overcoming action risks.

Workshops

Title: So, You Want to Conduct an Experience-Sampling Study: An In-Depth Discussion of Conceptual, Operational, & Logistical Issues

Workshop lead: Joel Koopman – Texas A&M University

Short description: Experience sampling (ESM) is a well-known and widely used study design aimed primarily at examining within-individual covariation of transient phenomena utilizing repeated measures. ESM studies are increasingly popular among researchers, however there are a number of important considerations and nuances associated with these method. While many papers have been published and talks given on advanced issues pertaining to ESM studies, what remains largely undiscussed are some of the basic operational and tactical decisions that must be made when designing and running an ESM study. Thus, the purpose of this talk is to walk through some of the basics of these studies and demystify the processes in service of helping scholars to collect data that captures their focal phenomenon with a high degree of accuracy and validity.

Title: Conducting Mixed-methods Research in IB: Potential and Pitfalls

Workshop lead: Niina Nummela – Turku School of Economics

Short description: In this workshop, we cover the foundations of mixed-methods research in International Business. After the workshop, the participants will get an overview of mixed-method research strategy, from the philosophical underpinnings to practical applications. At the workshop, participants will learn about best practices of conducting mixed-method research and have an improved understanding whether this strategy would be purposeful in their own research. We will also discuss the challenges related to publishing and reviewing such research. The workshop will close with a session in which the participants can pose questions and reflect on their learning.

Clinics

- **Aida Hajro** (Leeds Business School) – Responsible Management

- **Angelo Solarino** (University of Durham) – Meta analysis

- **Joel Koopman** (Texas A&M University) – Experience-Sampling Study

- **Qi Ai** (Brunel Business School) – Doing case studies with Chinese MNCs

Sneak Preview AIB Seoul 2024: Track 8. Research Methods and Theorizing

Contributed by Arpit Raswant and Tian Wei. Track Chairs

The Research Methods and Theorizing track aims to build on the premise that high-quality and innovative research methods are at the heart of progressive and vibrant academic scholarship. Accordingly, we have organized very exciting sessions to facilitate the conversations around diversifying research methods in international business (IB) and also, importantly, provide a platform to discuss how we can improve research methods in the IB discipline. Selected papers provide a wide range of advanced methodological and theorizing approaches, such as constructing composite narratives, analyzing ethnographic events, mixed methods, and simulations. We also showcase emerging methodological techniques, such as artificial general intelligence applications, machine learning, and natural language processing, as well as theorizing approaches, such as establishing trustworthiness and configurational theorizing. In addition, we have thought-provoking panel sessions covering important issues such as top journal submissions, research methods and social impact, paradox theoretical lens, archetypes in research, and lessons and best practices for replication research. We are very excited about the conversations that our track sessions may facilitate, and we welcome IB scholars to join us in Seoul and engage in these discussions!
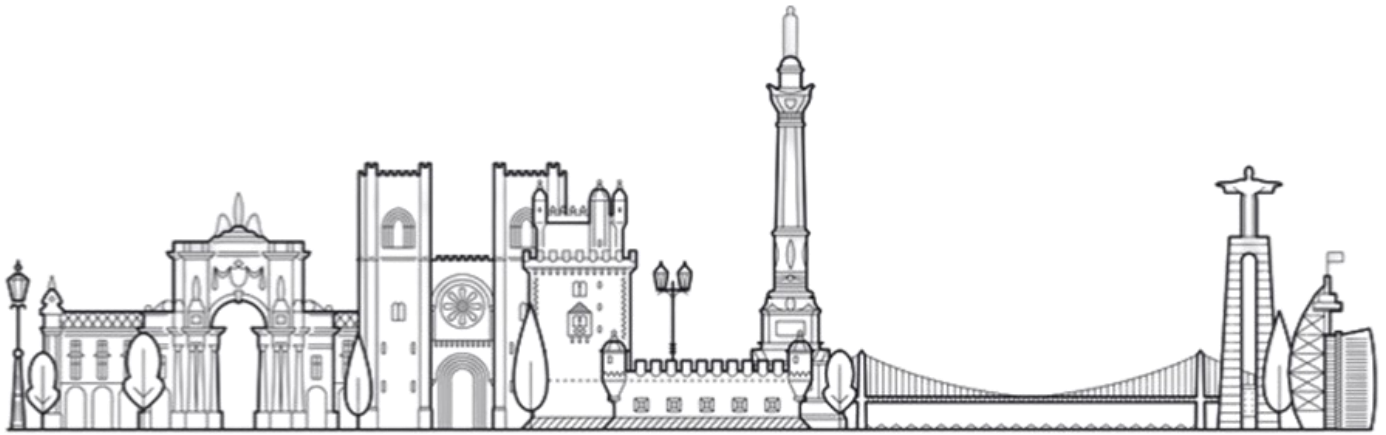
Report on RM–SIG Workshops

Contributed by Duc Nguyen (University of Manchester)

At the 49th conference of the European International Business Academy, the RM-SIG delivered two workshops on qualitative and quantitative methods. The following is a summary of the workshops.

Qualitative Methods Workshop: Contextualized theorizing

In their lively three-hour workshop, Rebecca Piekkari, Catherine Welch, Eriikka Paavilainen-Mäntymäki, and Emmanuella Plakoyiannaki explored the different approaches that qualitative researchers can utilize to engage with context and contextualized theorizing in their research. The facilitators covered a range of issues, opportunities and challenges that qualitative researchers encounter when, if at all, trying to embed the different aspects of context(s) into their research.

What is context? A paradigmatic question:

Context is an elusive term and is conceptualized differently depending on the ontological orientations of the researcher. These conceptualizations range from viewing context as structure rather than an agency in sociology, to social forces within critical approaches. From a constructionist viewpoint, context is seen as an interpretive resource, whereas hermeneutic traditions intertwine context with history. Although diverse in their view, in these different traditions, context is recognized as a valuable explanatory construct that can enrich theorizing, challenging existing conceptions that context is merely a descriptive backdrop.

Why is context so hard to deal with in qualitative research?

Engaging with context in qualitative research is challenging because of its inherent complexity. Context is both proximal and distal, multifaceted, and often taken for granted. At the same time, it is dynamic, unstable, and shifting in nature, making context local and idiosyncratic, yet richly interwoven with the phenomena under study, making it inseparable and constitutive of the phenomena themselves. This intricacy demands nuanced understanding and methodological flexibility, posing substantial hurdles for researchers.

What is contextual theorizing?

Contextual theorizing distinguishes itself by aiming to construct distinctive theories that treat context as essential, emphasising its explanatory power and viewing it as constitutively integral to organizational phenomena. This forms

a stark contrast to traditional theorizing approaches which seek to generate universal theories, often viewing context as a hindrance, attributing to it merely descriptive value, and tending to abstract variables and relationships from their context, thereby positioning context as external and separate from the core study.

Dangers of de-contextualization

De-contextualization in research carries significant dangers, including the risk of reductionism and causal misattribution, leading to oversimplified explanations like singular linear causation. It risks misrepresenting social behaviors by ignoring their contextual meanings and overlooks the researchers' own contexts, potentially rendering findings irrelevant to real-world practice and society. Furthermore, de-contextualization may result in inappropriate and misleading claims of generalizability, distorting the applicability of research outcomes across different settings.

How can we go about contextualization?

To encourage greater contextualization, the facilitators covered two contextualization tools to for embedding research within its multifaceted contexts: situational analysis and the extended case method. Situational analysis (Clarke, Friese & Washburn, 2018) extends grounded theory beyond its positivistic origins, embracing a diverse array of perspectives including symbolic interactionism and social constructivism. It situates research across various dimensions—individual, collective, organizational, temporal, geographical, and cultural, among others—while repositioning the researcher from an "all-knowing analyst" to a participant in creating partial knowledge. Conversely, the extended case method (Burawoy, 2009) challenges the reification of macro contexts as external and natural, employing an 'outward extension' strategy to bridge the micro-macro divide. This approach enhances case research through reflexivity, comparative analysis, and the incorporation of spatial and temporal dimensions of context, thus fostering a more integrated approach that acknowledges the constitutive role of context in shaping social phenomena.

The facilitators concluded by highlighting that engaging in contextualized theorizing is a time-intensive and intellectual commitment. The manner and the way in which various contexts are treated in a study – be it empirical, theoretical, or even the researchers' own context – fundamentally influences the conclusions that can be drawn about a phenomenon under study. This, in turn, underscores the importance of engaging in contextualized theorizing while acknowledging that there are variations in definitions and treatments of context that stem from diverse philosophical traditions.

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Quantitative Methods Workshop: Introduction to Multilevel Analysis

In an engaging three-hour workshop, Bo Nielsen introduced participants to multilevel analysis, highlighting its relevance and applicability in unravelling the inherent and layered complexities of IB phenomena to generate rich insights into global business dynamics.

What is multilevel analysis and why do we need it?

Multilevel analysis is a statistical technique that enables researchers to examine data structured across more than one level to capture the nested nature of social phenomena. In the field of IB, Bo argues this approach is imperative due to the multiplicity of entities operating across various contexts (e.g., firm, industry, national levels) and the multi-

plexity of their interactions, which introduce complex sources of variation. Moreover, by using multilevel analysis, researchers can address the dynamism of IB phenomena by considering temporal aspects, ensuring that the research design captures the nuances of when events occur and their implications (Eden & Nielsen, 2020). Multilevel analysis thus facilitates a more nuanced understanding of IB phenomena, capturing the complexity of global business without oversimplifying the interdependencies and contextual variations that define them.

What questions can multilevel analysis help us explain?

Organizations are inherently complex and multilevel, and multilevel analysis can explicate questions surrounding how individual behaviors within teams influence organizational performance, the impact of organizational culture on team dynamics across different countries, and the effects of industry-wide practices on firm strategies within and across diverse regions. It sheds light on the intricate interplay between various levels of analysis—individuals, teams, firms, industries, countries, and regions—allowing researchers to understand how processes at one level affect outcomes at another. By addressing the nesting and cross-level effects, multilevel analysis overcomes traditional analytical approaches which often examine these levels in isolation, failing to account for nested arrangements and cross-level effects, which are crucial for both empirical and theoretical advancements in IB research. The neglect of nested data structures in probability models can lead to significant statistical issues, including the violation of independence assumptions, thus increasing the risk of type 1 and type 2 errors. Furthermore, the aggregation of data from lower to higher levels (or disaggregation from higher to lower levels) can diminish variability, potentially distorting correlations, regression coefficients, and even the inherent meaning of the data.

Multilevel analysis transcends these limitations by allowing for the examination of data both within and across different levels of analysis. It supports modeling relationships within a single level (e.g., individual, team, organizational) and across levels, showcasing how factors at one level can influence outcomes at another. This approach mitigates the risks associated with ecological or atomistic fallacies and preserves the integrity of regression results by adhering to the principle of interdependence. Through homologous models, multilevel analysis confirms the consistency of variable relationships across multiple layers, enriching our understanding of complex IB phenomena.

Rethinking your research in multilevel terms:

Having provided detailed examples and illustrations of multilevel analysis, Bo encouraged workshop participants to reconceptualize their own research through a multilevel lens. To facilitate this shift in perspective, Bo posed several probing questions designed to encourage researchers to examine the breadth and depth of their studies. Workshop participants were asked to consider whether their studies aim to generalize across multiple levels of analysis, such as individuals, groups, firms, industries, or national/regional levels, and to reflect on the potential for organizational level policies and practices to influence attitudes, behaviors, and outcomes at lower levels, while being mindful of the risks associated with aggregated constructions and the fallacies they may entail.

Bo also highlighted the importance of exploring the dynamics between organization-level phenomena, such as firm performance, and sub-level phenomena, like subsidiary characteristics, over time, suggesting the innovative idea of modeling time as the lowest level in their analyses. Furthermore, Bo challenged participants to think creatively about applying micro-level theories to traditionally macro-level phenomena and vice versa, opening the door to creative theoretical insights that can more accurately reflect the complexities of IB.

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AIB SIG Webinar: Doing Research in Emerging Economies
24 April @ 12:00 pm - 1:30 pm UTC+0

Event Overview: IB scholars have advocated for more research that can enhance social impact and address Grand Challenges. One way of to achieve this aspiration is to conduct research in emerging economies. Yet, there are considerable methodological challenges when conducting research in different countries. To explore these and related issues, the AIB Research Methods SIG will be running a webinar on Doing Research in Emerging Economies. During this webinar, world-leading scholars will share their methodological experiences in using quantitative and qualitative methods to research emerging economies while addressing the methodological challenges and opportunities of doing research in those markets. This is a great opportunity for scholars to discuss methodological challenges, learn more about other contexts, and benefit from the experience of those with considerable expertise in the publication.

Date & Time: 24 April 2024, 12:00 UTC (View Local Time)

Hosts: AIB Research Methods Shared Interest Group

Point of Contact: Roberta Aguzzoli (roberta.aguzzoli@durham.ac.uk)

Event Recording Access: Current AIB members will be able to access a recording of this event in the "AIB Video Archive" section of the AIB website's login portal. New webinar recordings are typically posted within five business days of the original event date.

Presenters: Fang Lee Cooke (Monash University, Australia), John Luiz (University of Sussex Business, UK and Graduate School of Business at the University of Cape Town), Helena Barnard (GIBS, South Africa).

Moderator: Duc Nguyen (University of Manchester).

REGISTER NOW

Previous AIB RM-SIG Webinars can be accessed by AIB members

Visit the following link: https://member.aib.world/videos/rmsig.asp

Previous RM-SIG Webinars include:

- **Reviewing IB Conference Submissions and Journal Articles | *Session 1* and *2*** with Lorraine Eden (Texas A&M), Fiona Moore (Royal Holloway), Rebecca Reuber (University of Toronto), Alain Verbeke (University of Calgary), Eriikka Paavilainen-Mäntymäki (University of Turku), Tiina Ritvala (Aalto University), Grazia Santangelo (Copenhagen Business School) and Roger Strange (University of Sussex).
- **Varieties of Experimental Approaches and Designs** with Timothy Devinney (University of Manchester) and Simon Gaechter (University of Nottingham).

Interview with Stewart Miller, Fiona Moore, and Lorraine Eden

Authors of *Ethics and international business research: Considerations and best practices*. Published in International Business Review. 2024 (*33*(1), 102207.

Interview conducted by Duc Nguyen, The University of Manchester

To read the full article, click here: https://www.sciencedirect.com/science/article/pii/S0969593123001075?via%3Dihub [sciencedirect.com]

Duc Nguyen: What motivated the authorship team to write about ethics and IB research?

Authorship team: Some of the early inspiration came from Lorraine Eden's co-authored book (*The Ethical Professor*), which provides sound ethical advice for research, teaching and service. Moreover, all of us have been concerned about a crisis of credibility that plagues academia – a very high percentage of studies cannot be replicated. Several studies have raised concerns about HARKing and P-hacking, both of which compromise the integrity of scientific research.

Duc Nguyen: How did the idea for this piece come out?

Authorship team: The three of us teamed with Rosalie Tung for a webinar on Ethics and IB research that was sponsored by the RM-SIG. Lorraine opened the webinars by focusing on ethics and research in general. Rosalie focused on ethical practices with respect to the AIB Code of Ethics. Fiona focused on ethical issues with respect to qualitative research methods. Then, Stewart discussed ethical issues associated with quantitative research methods. Soon after that webinar, Lorraine suggested that we develop an ethics paper that emphasizes ethical issues and best practices with respect to qualitative and quantitative methods. Then at the EIBA conference in Oslo, Norway, Roger Strange approached Stewart about writing a methods piece for *IBR*. Stewart suggested an article on ethics and IB research methods. Roger was receptive to the idea and the three of us wrote the article, which went through two stages of intensive reviews, with Roger taking an active role as editor.

Duc Nguyen: What do you hope to come from this piece?

Authorship team: We share a passion for helping others in the IB community, for developing the IB field and for instilling strong ethical principles in the research that we all conduct on a daily basis. Moreover, we all believe that a strong moral compass has a positive effect on research quality. We recognize that discussing ethical issues is a sensitive issue and some people feel uncomfortable about it. That said, we hope that the article makes scholars think more about the ways in which they collect and analyze data.

Duc Nguyen: Why does ethical research matter to IB?

Authorship team: Ethical research matters because it enables researchers to trust each other and their findings and provides a basis for society's trust in our research. It's important also to recognize what ethical research requires, which we discuss in our paper. Ethical research requires both research integrity and research equity. Research integrity involves a set of ethical principles (e.g., honesty, openness, objectivity) that are designed to guide researchers and their research. Research ethics outlines the standards of behavior, both prescriptive and proscriptive, needed to implement these ethical principles.

We believe a focus on ethical research is very important for IB scholars. The greater complexity of the international business (IB) environment creates "pitfalls for the unwary" that can inadvertently cause IB researchers to engage in unethical research practices. Context varies more for IB than domestic business due to the greater differences, distances, and diversities across countries than within a country. Thus, the IB environment is more complex than the domestic environment in terms of its multiplicity, multiplexity, and dynamism characteristics.

Therefore, the aim of our paper is to provide specific guidance on research ethics as it applies to IB research methods. Our goal is to help IB researchers avoid common ethical pitfalls and promote best ethical practices. We explore ethical considerations (proscriptive norms) and best practices (prescriptive norms) as they apply in both quantitative

and qualitative IB research and provide examples of best practices.

Given the ongoing credibility crisis facing scientific research, we all need to do as much as possible to regain the confidence of all stakeholders including those who provide funding to make some projects feasible and those who build upon existing scientific findings and those who leverage/apply scientific findings in the real world.

Duc Nguyen: Any last thoughts?

Authorship team: Yes. In the article, we discussed some ethical best practices for quantitative and qualitative research methods. Then, we provided some exemplar articles. Let me summarize some of the specific advice we have in the paper for quantitative and qualitative research methods, respectively:

Ethical quantitative IB research methods

We contend that research ethics starts with a sound research design. A sound research design can also mitigate ethical problems such as HARKing and p-hacking. For an exemplary research design, we recommend Goerzen, Asmussen and Nielsen (2013).

We assert that data transparency is fundamental to scholarly research. A detailed explanation of the data collection process can help the authors identify potential analytical hazards and provide readers with a better sense of the generalizability and replicability of the study. For a study with exemplary data transparency, we recommend Biru, Filatotchev, Bruton and Gilbert (2023).

We believe that as studies involve more and more countries, data equivalence becomes even more important. For example if survey questions are interpreted differently from country to country, then the researchers is more likely to draw incorrect conclusions. Thus, it is critical to take steps to test for data equivalence. For a study with exemplary data equivalence analysis, we recommend Hult, Mena, Gonzalez-Perez, Lagerström and Hult (2018).

We contend that researchers can enhance the quality of their quantitative study with data triangulation – e.g., archival and survey data or perhaps archival data and textual analysis – and well as analytical triangulation – e.g., different types of econometric analysis, combining econometric analysis with non-parametric analysis. Relatedly, it is important to conduct diagnostics that can lead to proper analytical adjustments. The investment made to gather additional data and perform alternative analysis will enhance confidence in the study's conclusions. For an exemplary study on data triangulation, we urge readers to consult Homburg, Klarmann, Reimann and Schilke (2012).

We believe that it is critical to be proactive in addressing potential biases. Biases affect data collection and analytical techniques. Taking steps to mitigate biases will enhance research quality. We also discuss biases that can stem for the use of AI. For an exemplar on addressing potential biases, we recommend Xiao and Tian (2023).

Ethical qualitative IB research methods

We contend that qualitative research studies need to start from a place that recognises the distinctive features of qualitative methods and specifically the fact that the researchers are personally involved in a way that they cannot be in more positivistic research paradigms; we encourage researchers to consider Piekkari and Welch's (2011) points about not using qualitative research in positivistic ways.

We encourage researchers to follow Mahadevan's concept of the "ethnographic triangle", which identifies three stakeholders (2011: 151): 1) the researcher of the phenomenon; 2) the actors in the field (the "subjects" of the research); and 3) the readers of the subsequent report. The needs of the stakeholders must ideally be balanced, and, if not, which stakeholder(s) should be prioritized at which stage(s) needs to be decided. A good example of a study which balances stakeholders appropriately and transparently is Yeung (1995).

We hold that ethical research must consider power relations in the field and afterwards. Specifically we encourage researchers to identify the "weakest actor" in the study (Mahadevan 2011) and reflect on who they are and what they need. The most vulnerable person, or the risks which subjects may face due to the research, may not always be obviously so in a qualitative study.

We urge researchers to conduct reflexive activities at all stages of the study to consider issues like how access is gained, whose narratives are prioritised, and what sort of story is being conveyed in the writing-up process. For a study with excellent reflexivity, we encourage readers to consider Saied, Wierenga, Fernhaber and Nummela (2023).

Finally, we remind researchers that issues such as transparency and the need for triangulation are also present in qualitative studies, but in different ways to quantitative ones. We would encourage readers to seek examples in Reynolds and Teerikangas (2016) and Peltokorpi and Zhang (2020).

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Sage Research Methods Community

How to do research in a digital world: Live from the Center for Advanced Internet Studies

Join us for a unique webinar, live from the Center for Advanced Internet Studies (CAIS) in Bochum, Germany. Janet Salmons, author of *Doing Qualitative Research Online* (2022) and CAIS fellow, will be joined by other resident scholars for a conversation about using online methods to study digital trends, cultures, and communities. Learn how to navigate design decisions and address ethical concerns so you can conduct scholarly research online. See the Qualitative e-Research Framework she'll be discussing in this lively event.

Hosted by Sage's Janet Salmons and Sean Scarisbrick and featuring a Q&A session with guest speakers from CAIS, the webinar will provide essential guidance for anyone planning to collect data online and write about it.

Date: May 7, 2024 | **Register** here.

3rd EIBA Summer School on Research Methods in IB: Governance of eco-systems for innovation in international business

The European International Business Academy (EIBA) in collaboration with the University of Sussex Business School is pleased to announce that the 3rd EIBA Summer School will be held at the University of Sussex, Falmer Campus, UK, July 22-26 2024.

This edition's topic will feature research methods and new approaches in international business for the governance of eco-systems' innovation.

Innovation underpins firms' competitiveness and sustainable performance. For organizations like multinational enterprises (MNEs) which compete in global markets, innovation has long been recognized as essential not just to growth and success but fundamentally to survival. MNEs are not only the seedbed for many innovations through their Research & Development (R&D) activities at home and abroad, but they also facilitate the diffusion of new innovations across national borders. The study of innovation dynamics in different organizations including MNEs and Small & Medium Enterprises (SMEs) and the collaboration with the eco-system they are embedded in, requires specific methodological approaches and a variety of data (i.e. patent, trademarks, firm-level micro data) to address new research questions. The Summer School will dedicate each day to specific types of data and the most appropriate methods to address the most relevant questions in International Business (IB) and Innovation studies. The programme includes two sessions dedicated to strategies for publishing in top IB journals with the Editors in Chief (EiC) of the *International Business Review,* Roger Strange, and the *Multinational Business Review* Tazeeb Rajawni.

The Summer School offers lectures delivered by leading international scholars on the specific designated topic, methodological workshops and supervised teamwork.

Great importance is given to networking activities, which are precious for sharing experiences and developing future collaboration among participants and with invited professors who are asked to stay a few days for that purpose. The organisation aims at creating moments for get-together activities.

Organisers

Scientific Committee: Marianna Marra (University of Sussex Business School), Roger Strange (University of Sussex Business School), Lucia Piscitello (Politecnico di Milano, EIBA Chair), Catherine Welch (Trinity College Dublin), Bo Nielsen (University of Sydney), Roberto Parente (Florida International University), and Jonas Puck (WU Vienna).

Faculty: (some names unconfirmed *) Lucia Piscitello (Politecnico di Milano - EIBA Chair), Roger Strange (University of Sussex Business School), Marianna Marra (University of Sussex Business School), Vicky Bamiatzi (University of Sussex Business School*), Chirantan Chatterjee (University of Sussex Business School), Aggie Chidlow (University of Birmingham - PRME), Davide Castellani (Henley Business School), Rafael Corredoira (University of Newcastle), Catherine Welch (Trinity College Dublin), Bo Nielsen (University of Sydney), Noemi Sinkovics (The University of Glasgow, Adam Smith Business School), Tazeeb Rajwani (University of Surrey), Dalila Ribaudo (Aston Business School), Konstantinos Bozos (University of Leeds *), John Cantwell (Rutgers University *), Suma Athreye (Essex Business School, and Indian Institute of Technology *)

Local Organising Committee:
Aristea Markantoni (USBS)

Application
TARGET AND SELECTION OF PARTICIPANTS

The EIBA Summer Schools targets Ph.D. students, postdocs and early career researchers. The number of students attending each programme is limited to 25. The School is particularly tailored for 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: m.marra@sussex.ac.uk) 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; proof of PhD id (if you are a student).

SELECTION CRITERIA: The Scientific Committee will consider several criteria 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: The application deadline is on April 5th, 2024 (23:59 CET). A notification email will be sent to successful applicants with further details for their registration by end of April 2024. We will be also notifying unsuccessful applicants at the same time.

Registration Fee : EIBA Members: €550 | Non-members (Regular): €628.5 [€550 plus membership fee €78.5 (VAT inclusive) | PhD students, EIBA Members: €550 | PhD student, EIBA Non-Members: €610 euros (€550 plus membership fee €60 (VAT included).

- **What is included** in the registration fee: 5 days of lectures and course materials | Lunches and coffee breaks | Wi-fi connection
- **What is not included in the fee**: Your travelling costs | Your accommodations costs | Transfers from Brighton to the university campus

Accommodation: Accommodation is **not covered** in the registration fee, but we have negotiated a preferential accommodation rate for the participants of the Summer School with The Leonardo hotel Brighton station, which is located minutes away from Brighton train station.

The address is 101 Stroudley Rd, Brighton and Hove, Brighton BN1 4DJ (tel +441273 862121), email: regionalgroupssouth@leonardohotels.com.

If you are interested to book your accommodation with Leonardo Brighton Station, please contact the hotel directly, quoting the code that will be communicated with the acceptance email.

Alternative accommodation: The IBIS hotel Brighton Station is also located a couple of minutes away from the Brighton train station. The address is 88-92 Queens Rd, East Sussex, Brighton BN1 3XE, (tel +44 1273 201000), email: H6444@accor.com

Please note: Funding support may be made available for students requiring financial assistance, and those in need are encouraged to specify this in their application form.

The #1 Qualitative Data Analysis Software Meets Superior AI Integration

Contributed by Marie-Theres Hesse (MAXQDA)

We are delighted to introduce MAXQDA, a highly respected qualitative and mixed methods data analysis software preferred by researchers worldwide. MAXQDA stands out as a comprehensive solution designed by researchers, offering identical functionality on both Windows and MacOS platforms for seamless integration into any research environment.

AI Assist

But there is more to MAXQDA: Say hello to AI Assist, your virtual research assistant powered by state-of-the-art AI technology. Available 24/7, AI Assist simplifies your research process by summarizing data, suggesting codes, and even transcribing audio and video to enable deeper analysis and insight.

Experience the efficiency of [MAXQDA Transcription](#), seamlessly integrated into the MAXQDA Workspace. Transcribe audio and video in over 45 languages quickly and accurately with advanced AI-based technology. Your transcripts will be meticulously formatted, GDPR compliant and easily editable within MAXQDA, ensuring a smooth research process.

Illustrate your analytical process and its results in constant interactive connection to your data and freely add project elements (overlapping codes, memos, and so on). Use [automatic templates](#) to quickly get started or use the tool freely, like a true mind mapping software package

Join us for our regular free [webinars and workshops](#), tailored to all levels of expertise and offering a deeper understanding of MAXQDA's functionality. We look forward to seeing you there

For a list of all of the latest updates to MAXQDA, visit our [website](#).

ATLAS.ti 24: Making Research Faster and Easier than Ever

Contributed by Roehl Sybing (ATLAS.ti)

ATLAS.ti is a qualitative data analysis software that's been helping researchers for over three decades. Our interface is user-friendly and lets you code and analyze your data quickly and easily. We have an entire suite of analysis tools powered by OpenAI's artificial intelligence to help researchers code qualitative data sets large and small. And we offer free, live support for technical and methodological guidance, 24 hours a day, 5 days a week.

Here are some of the latest new features in ATLAS.ti:

[Intentional AI Coding](#) – ATLAS.ti's newest AI-powered tool offers customized qualitative coding by giving researchers the ability to direct artificial intelligence according to their research intentions. Intentional AI Coding takes your research questions and turns them into category codes and individual codes automatically applied to your data. Maintain control over the AI coding process and gain relevant tailored to your research question.
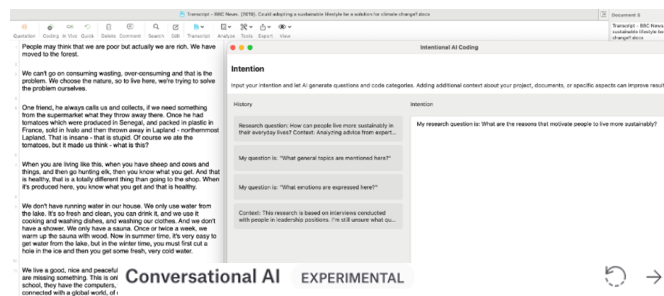
[Conversational AI](#) – You can "chat" with your data in ATLAS.ti Web. Select your documents then ask Conversational AI specific questions, and the AI bot will provide quick and simple answers based on the data. Conversational AI will also show which segments of data its answers are supported by so you can code the data and conduct analysis in a rigorous and transparent manner.

AI Privacy Mode – With new AI capabilities being rolled out on a regular basis, researchers have the freedom to power their analysis with artificial intelligence or continue to manually code and gather insights from their data. We understand that privacy is a key concern among researchers, which is why our new AI Privacy Mode can deactivate OpenAI integration within ATLAS.ti and prevent data being sent externally, all with a click of a button.

User experience – One of the most important qualities of ATLAS.ti is its user-friendly interface, reducing the learning curve of qualitative data analysis as best as possible. We constantly make improvements to our interface to make the user experience better than ever. New changes to our Network views, speed improvements to our Windows and Mac platforms, and integration of category codes in our Web platform are just some of the latest changes to our software.

For a list of all of the latest updates to ATLAS.ti Windows, Mac, and Web, visit our [website](#).

Learn from *The Best in the Business* with CARMA's Short Course Plus Program

CARMA is excited to announce that registration is open for our 2024 Summer Short Course Plus Program. These Short Courses will be offered in two sessions presented in person from Wayne State University in Detroit, MI. Session I will run from June 10-12; Session II is June 13-15.

Each session contains 10 courses to choose from and features introductory and advanced topics on quantitative and qualitative methods. CARMA Short Courses are taught by *The Best In Our Business* and provide a blend of lectures and hands-on experience. Instructors include both current and former Editors, Associate Editors, and editorial board members from prestigious journals such as ORM, AMJ, JAP, and OBHDP, as well as recipients of AOM-RMD Distinguished Career and Early Career awards. The list of accolades (awards, editorships, and editorial board involvement) that make our Short Course Instructors *The Best In Our Business* can be found here.

We are also excited to introduce a simplified pricing structure for our 2024 Short Course Plus Program. All active Institutional and Affiliate Members enjoy a 50% discount on registration. We have also adjusted the registration fee for faculty to match the student rate, making it just $400 per course for members! These reduced rates aim to offset the travel and lodging expenses associated with returning to in-person Short Courses.

Session I | June 10-12, 2024 | 10 Courses to Choose From

Courses will last for 2.5 days (8:30 AM – 5:00 PM on Monday & Tuesday; 8:30 AM – Noon on Wednesday). Session II | June 13-15, 2024 | 10 Courses to Choose From.

Doing Grounded Theory (Elaine Hollensbe)	**Intermediate SEM: Test Your Theory with Your Data** (Larry Williams)
Introduction to Bayesian Analysis (Steve Culpepper)	**Introduction to Experience Sampling Methods: Design and Measurement** (Joel Koopman)
Introduction to Multilevel Analysis (James LeBreton)	**Introduction to R and Data Analysis** (Scott Tonidandel)
Novel and Practical Approaches to Analyze Process Data (Anne Smith)	**Web Scraping: Data Collection and Analysis** (Richard Landers)
Systematic Reviews/Meta Analysis (Ernest O'Boyle)	**Questionnaire Design** (Lisa Lambert)

Session II | June 13-15, 2024 | 10 Courses to Choose From

Courses will last for 2.5 days (8:30 AM – 5:00 PM on Thursday & Friday; 8:30 AM – Noon on Saturday).

Advanced Data Analysis with R (Justin DeSimone)	**Advanced Experience Sampling Methods: Analysis and Interpretation** (Nikos Dimotakis)
Advanced Multilevel Analysis (Paul Bliese)	**Advanced Structural Equation Methods** (Robert Vandenberg)
Alternative to Difference Scores (Jeff Edwards)	**Analysis of Dyadic Data** (Janaki Gooty)
Cultivating Discovery in Qualitative Research (Karen Golden-Biddle)	**Introduction to Python for Research** (Jason Kiley)
Machine Learning/Predictive Modeling (Andrew Speer)	**Publishing Papers with Interview Data** (Heather Vough)

For more information visit: https://carmattu.com/june-2024-short-course-plus/

NCRM summer school: Large and Complex Social Surveys – New Horizons

NCRM's 2024 summer school will take place at the University of Edinburgh between **26 and 28 June**. The free event will provide training on the use of new and existing survey data in social science research.

The theme of the summer school will be how survey-based social research can inform the development of policy, practices and service provision, and shape legislation. NCRM will cover costs for accommodation, meals, and refreshments.

Programme

Recent advances in computing and information technology have expanded the horizons of survey data collection, survey data management and survey data analysis. This summer school will focus on the emerging opportunities that survey resources offer for social science researchers. A unique element of the event will be showcasing Scottish datasets.

The event will begin at 12:00 on Wednesday, 26 June and close at 13:00 on Friday, 28 June.

Further programme details will be confirmed in the near future. This page will be updated when more details are available.

Apply for a place: This is a fully-funded residential event. It is free to attend and NCRM will cover all costs for attendance, meals and accommodation. To apply for a place, please complete our application form. There are 30 places available. Only successful applicants will be offered a place.

Apply for a place at the summer school

Participants will be provided with the following:

Accommodation (26 and 27 June) | Breakfast (27 and 28 June) | Lunch (26, 27 and 28 June) | Dinner (26 and 27 June)

Please note: travel is not included.

Venue: The event will take place at Pollock Halls at the University of Edinburgh, 18 Holyrood Park Road, Edinburgh, EH16 5AY.

Find out more about the venue

Key dates: Applications open: 19 February | Applications close: 12 April | Outcome of application: 6 May | Acceptance of place by 20 May | Event dates: 26-28 June

If you have any questions, please contact Laura Marshall: l.marshall@ed.ac.uk

New Titles on Research Methods from Edward Elgar Publishing

How to Be an Ethnographer | Monika Kostera & Paweł Krzyworzeka

Offering a practical guide on How to be an Ethnographer, this book will be a valuable resource for advanced students and early career researchers of organization studies, anthropology and sociology. It will also be a useful introduction to scholars exploring ethnography as a new research method. This book explores the aims, main methods, and ethical and methodological standards of ethnography. Placing human beings at the centre, it showcases why ethnography is a valuable method of research. Highlighting the importance of ethnographic engagement as a means to learn about different ways of being human, the book employs a range of case studies from researchers at all career stages to provide examples of different methods used in research projects. Going beyond tools and techniques, the authors discuss moral and methodological principles as well as community related modes that are important in conducting ethnography.
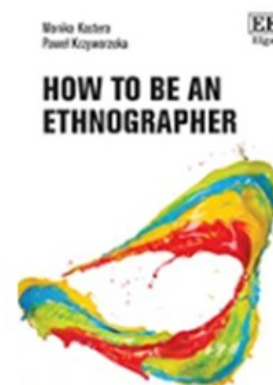
Handbook of Meta-Research | Edited by Alis Oancea, Gemma E. Derrick, Xin Xu

A collective project arising from a dynamic configuration of research concerned with systematic, critical and reflexive inquiry into the normative frames, institutional workings and lived realities of research, this dexterously-crafted Handbook acts as a working guide to the rapidly-evolving interdisciplinary field of meta-research. Bringing together cutting-edge multidisciplinary scholarship, the Handbook expertly outlines key domains including the public value, policy and governance of research, knowledge dynamics, and research cultures and careers. Engaging with diverse philosophical, theoretical and methodological approaches, it examines global dynamics in research and explores equality, diversity and inclusion across sectors, career stages and geographical regions. Taking on board multi-layered perspectives from beyond traditional and exclusionary epistemic boundaries, the Handbook offers unique insight into this broad landscape of knowledge.

The Handbook of Meta-Research will appeal to researchers and students in a broad range of fields from the social sciences, arts and humanities and STEM who are concerned with the environments, institutions, policies, practices and evaluations that impact their work, and will be a useful starting point for researchers wanting to initiate meta-research studies to examine their own environments, actions and behaviours. Regulators, users and beneficiaries of research will similarly benefit from this authoritative reference work.

Handbook of Mixed Methods Research in Business and Management | Edited by Roslyn Cameron and Xanthe Golenko

This timely Handbook illustrates a myriad of theoretical and practical applications in the utility of mixed methods research (MMR) in business and management. It surveys innovations in MMR to provide a full overview of the past, current, and future complexities of the field. With 26 chapters authored by leading international researchers, this fascinating Handbook provides a rich overview of methodological insights into business-applied MMR. It details foundationally important data integration techniques, quality criteria in MMR, and innovative analytical techniques such as qualitative comparative analysis and multilevel MMR. By investigating the effect of rapid developments of new technology such as AI, it focuses on the future of the field, making this Handbook indispensable for maintaining the practice of business and management research for future scholarly generations. The Handbook of Mixed Methods Research in Business and Management will be a crucial read for academics and students researching areas within business and management, human resource management, and economics. Additionally, its examination of case study examples of problems and phenomena in business and management will be useful for those in industry and policy formulation.
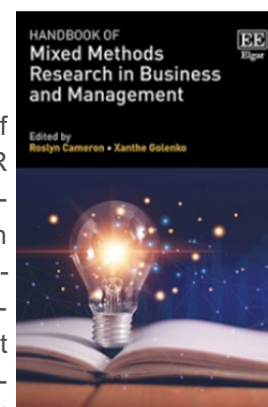
Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research

Herman Aguinis - The George Washington University

Research Methodology: Best Practices for Rigorous, Credible, and Impactful Research takes a 360-degree view of understanding and doing research, helping readers become expert researchers, reviewers, and consumers of research. Renowned author, journal editor, and researcher Herman Aguinis distills the vast body of work on methodological best practices into a singular experience. Each of the 16 chapters thoroughly explains a different aspect of methodology step by step, from choosing useful and compelling research topics to reporting results accurately and credibly. Researchers at all career stages will find this text helpful to structure and conduct high-impact empirical research aimed at producing a thesis, dissertation, or journal publication. Research consumers will find instruction on how to evaluate the rigor and credibility of research conducted by others. Instructors will find the book's modular approach refreshing by assigning students the most relevant topics—from checklists of best practices to an in-depth treatment of a methodology. Filled with "how-to's" and "dos and don'ts", figures, hands-on exercises, and "Methods in Practice" boxes that summarize and apply best practices, this book is a must-have for anyone interested in producing or reading research.
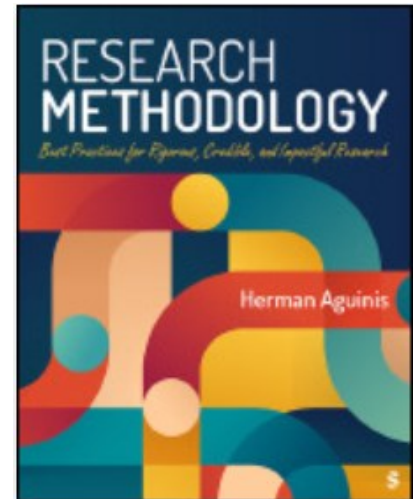
Call for Panels with Papers and Individual Papers | MethodsNET

Get ready to be part of an exciting opportunity to shape the future of research methods! Our conference is dedicated to advancing methodologies across the social, behavioural, and human sciences, and we want YOU to be involved. The call for Panels with Papers and Individual Papers is now open until June 4, 2024. Whether you're passionate about a specific methodological approach or exploring interdisciplinary research fields such as health, environment, or development studies, we welcome your contributions.

Join us as we bring together a diverse community of methods specialists, from seasoned experts to early-career researchers, from every corner of the globe. This is your chance to engage with top-notch specialists, share your ideas, and be at the forefront of methodological innovation. Don't miss out on this great opportunity. Submit your proposal today and be part of the conversation!

The Conference is open to Panels and Papers with diverse focuses, including:

New solutions to methodological problems and exploration

Innovative research approaches, methods and measures

Comparison of different methodological approaches

Cutting edge conceptual, empirical, and/or synthesis research

For more information visit: **MethodsNET**

New publications

Plakoyiannaki, E., Paavilainen-Mäntymäki, E., Hassett, M., Liesch, P. W., Andersson, U., & Rose, E. L. (2024). Time matters: Rethinking the role of time in the philosophical, conceptual and methodological domains of international business. *Journal of World Business*, *59*(2), 101521.

Abstract: The purpose of this editorial, and the special issue, is to initiate a dialogue about the role of time in international business (IB) scholarship. While time is inherent in IB phenomena, it has, to date, received limited attention in IB research and theorizing. When IB scholars do account for time, they generally adhere to assumptions representing time as linear and objective. We discuss the importance of time in the philosophical, conceptual, and methodological domains of IB, defining each of these three interconnected domains, problematizing their dominant assumptions about time, and suggesting potential avenues for rethinking time in IB.

Delios, A., Malesky, E. J., Yu, S., & Riddler, G. (2023). Methodological errors in corruption research: Recommendations for future research. *Journal of International Business Studies*, 1-17.

Abstract: The secretive, illegal, multidimensional, and ubiquitous nature of corruption leads to formidable difficulties in research design and measurement. When research fails to account for these challenges, it can lead to an empirical misalignment with concepts and theories of corruption, with inferential errors commensurately emerging. We define, measure, and track four common measurement errors and two common research design errors for papers on corruption published in international business/management and political economy journals in the 2000–2021 period. Our data marks a substantial opportunity to tighten the fit between theory and methods. We offer recommendations to accelerate improvements in empirical research on corruption, and indeed for other phenomena that are characterized by legal, moral, and social desirability concerns.

Solarino, A. M., & Buckley, P. J. (2023). Equivalence in international business research: A three-step approach. *Journal of International Business Studies*, *54*(3), 550-567.

Abstract: A primary research area within the field of international business (IB) is to establish the extent to which concepts, theories, and findings identified in one country are applicable to other contexts and which are unique and cannot be found in other contexts. Researchers in IB acknowledge the importance of the context in their studies, but the practice of assessing equivalence (or invariance) is not widely diffused within the community. We first discuss the components of equivalence (construct, method, and item equivalence), and we offer a three-step approach to address equivalence in the writing and revision of a paper. We aim to help editors, reviewers, and researchers produce more reliable research and navigate the tension between generalizable relationships and context-specific ones, both theoretically and empirically, before performing analysis and hypothesis testing. We then apply equivalence to the construct of firm economic performance as a case study.

Aguinis, H., Bergh, D., & Molina-Azorin, J. F. (2023). Methodological challenges and insights for future international business research. *Journal of International Business Studies*, *54*(2), 219-232.

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.

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

https://rmsig.aib.world/