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***Social Science
Research Methods***

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Overview

- Organization Management and International Business Research
- Naturalistic Inquiry

Organization Management and International Business Research

- Professor James Wade :
Contemporary OM research
 - ★ “Normative and Resource Flow Consequences of Local Regulations in the American Brewing Industry, 1845-1918”
James B. Wade, Anand Swaminathan & Michael Scott Saxon
Administrative Science Quarterly, 1998
 - ★ “Microlevel Opportunity Structures as Determinants of Non-CEO Executive Pay”
Mason A. Carpenter & James B. Wade
Academy of Management Journal, 2002

Organization Management and International Business Research

- Professor Bill Newburry:
Contemporary IB research
 - ★ “A Cognitive Map of the International Business Field”
Ramdas Chandra & William Newburry
International Business Review, 1997
 - ★ “Ranking the International Business Journals”
Frank L. DuBois & David Reeb
Journal of International Business Studies, 2000

Naturalistic Inquiry

- Qualitative research (K&L, pp. 588-593)
 - ★ Field study
 - ★ Uses direct observation and semistructured interviewing in real world settings
 - ★ Looks for social transactions and interactions
 - ★ Data collection is less structured
 - ★ Method and hypotheses may be adjusted as the study proceeds
 - ★ Naturalistic, participatory and interpretive
 - ★ Design typically uses unobtrusive observer or participant observer

Naturalistic Inquiry

■ Qualitative Research

- ★ Emanates from phenomenological perspective; emphasizes internal, mental events as the basic unit of existence
- ★ Knowledge is actively constructed and comes from examining the internal constructs of people
- ★ Investigator relies on outside observational schemes and tries to keep intact the participants' perspective
- ★ Attempts to describe the ways that people assign meaning to behavior

Naturalistic Inquiry

- An alternative paradigm
- Postpositivistic
- Ethnographic
- Phenomenological
- Hermeneutic
- Humanistic

Naturalistic Inquiry

- Prepositivist era
 - ★ Aristotle - Hume
- Positivist era
 - ★ Hume
 - ★ Mill
 - ★ Comte
 - ★ Logical positivists
- Postpositivist era

Naturalistic Inquiry

■ Mill's Assumptions

- ★ Social and natural sciences have identical aims
- ★ Social and natural sciences are methodologically identical
- ★ Social sciences are merely more complex
- ★ Concepts can be defined by reference to empirical categories
- ★ Nature is uniform in time and space
- ★ Laws of nature can be inductively derived
- ★ Large samples suppress idiosyncracies and reveal general causes

Naturalistic Inquiry

■ Mary Hesse

- ★ Standard account of scientific explanation
 - ◆ Naïve realism
 - ◆ Universal scientific language
 - ◆ Correspondence theory of truth

Naturalistic Inquiry

■ Challenges to positivism

- * Leads to inadequate conceptualization of what science is
- * Unable to deal adequately with underdetermination of theory by data and theory-ladenness of facts
- * Overly dependent on operationalism
- * Leads to determinism and reductionism
- * Produces research that ignores humanness
- * Unable to deal with emergent conceptual/empirical formulations
- * Rests on five assumptions that are hard to maintain
 - ◆ Single tangible reality
 - ◆ Observer and observed can be separated
 - ◆ Temporal and contextual independence of observations
 - ◆ Linear causality
 - ◆ Axiological assumption of value freedom

Naturalistic Inquiry

■ Axioms of naturalistic paradigm

- ★ Realities are multiple, constructed and holistic
- ★ Knower and known are interactive, inseparable
- ★ Only time- and context-bound working hypotheses (idiographic statements) are possible
- ★ All entities are in a state of mutual simultaneous shaping
- ★ Inquiry is value-bound

Naturalistic Inquiry

■ Characteristics

- * Natural setting
- * Human instrument
- * Utilization of tacit knowledge
- * Qualitative methods
- * Purposive sampling
- * Inductive data analysis
- * Grounded theory
- * Emergent design
- * Negotiated outcomes
- * Case study reporting mode
- * Idiographic interpretation
- * Tentative application
- * Focus-determined boundaries
- * Special criteria for trustworthiness

Naturalistic Inquiry

■ Basic beliefs of new paradigm

- ★ Complex
- ★ Heterarchic
- ★ Holographic
- ★ Indeterminate
- ★ Mutually casual
- ★ Morphogenetic
- ★ Perspectival

Naturalistic Inquiry

■ Reality

- ★ Objective
- ★ Perceived
- ★ *Constructed*
- ★ Created

Naturalistic Inquiry

■ Investigator-Object Dualism

- ★ *Reactivity*
- ★ *Indeterminacy*
- ★ *Interaction*

Naturalistic Inquiry

- Avoiding investigator bias
 - ★ Member checks
 - ★ Peer debriefings
 - ★ Triangulation
 - ★ Prolonged engagement & persistent observation
 - ★ Reflexive journals
 - ★ Independent audit

Naturalistic Inquiry

- Naturalistic Generalization
- The Working Hypothesis
- Nomothetic v. idiographic
- Transferability and fittingness
 - ★ *Thick description*
- Holographic generalization

Naturalistic Inquiry

■ Causality

★ Internal critique

- ◆ Essentially, what we have discussed earlier

★ External critique

- ◆ Doubts as to usefulness; rejection

★ Mutual simultaneous shaping

- ◆ Explanation
- ◆ Management
- ◆ No directionality