

RM-SIG NEWS

No 1

June 2016

Introducing the RM-SIG

The AIB Board recently approved the formation of a Research Methodology Special Interest Group (RM-SIG). The new SIG exists to advance the quality, diversity and understanding of research methodologies in international business, and to promote innovation in research methodologies. It will provide AIB members with a world-wide forum and knowledge hub on methodological issues.

All AIB members are welcome to join the RM-SIG and membership is free for your current AIB membership cycle, if you join the SIG before or during the New Orleans conference. A founding committee has been established to pilot the SIG through its first year until the first executive committee elections are held in 2017. The RM-SIG will be run by its membership, with anyone so interested being encouraged to stand for election, and to propose and run activities.

Some future RM-SIG events to look out for are:

- Later this year, the RM-SIG will gain its own presence on the AIB website.
- A meeting of interested members will be held at the 2016 New Orleans Annual Meeting. Anyone who wishes to participate in SIG activities is warmly invited to attend this meeting. Details are provided in this newsletter.
- For those who can't attend the New Orleans Annual Meeting, there will be opportunities to become involved at a future date. The RM-SIG plans to host webinars and hold activities in cooperation with AIB chapters around the world.

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- **Introducing the RM-SIG Founding Committee**
- **Research Methodology Offerings at 2016 AIB Annual Meeting**
- **CARMA: A Centre of Excellence for Research Methods**
- **Methodology Toolkit, SIG Members' Activities and the Very First RM-SIG Soapbox**

Introducing the RM-SIG founding committee

The founding committee will serve until AIB 2017. The role of the founding committee will be to fulfil the first year's program of activities for the SIG and prepare for the 2017 AGM. It will be replaced by the steering committee to be elected at the AGM in 2017.

The composition of the founding committee is as follows:



Agnieszka



Liena



Peter



Stewart

Name	Affiliation	Email
Agnieszka Chidlow	University of Birmingham	a.chidlow@bham.ac.uk
Liena Kano	University of Calgary	liena.kano@haskayne.ucalgary.ca
Peter Liesch	University of Queensland	p.liesch@business.uq.edu.au
Stewart Miller	University of Texas at San Antonio	stewart.miller@utsa.edu
Bo Nielsen	University of Sydney	bo.nielsen@sydney.edu.au
David Reeb	National University of Singapore	dmreeb@nus.edu.sg
Tian Wei	Fudan University	weitian@fudan.edu.cn
Catherine Welch	University of Sydney	catherine.welch@sydney.edu.au



Bo



David



Tian



Catherine

AIB Annual Meeting 2016 New Orleans

The New Orleans conference will be the first AIB meeting at which the fully formed RM-SIG will be active. We welcome your involvement and ideas for the future.

Research Methodology offerings at 2016 AIB Annual Meeting

There are plenty of opportunities to get involved in the research methodology community at the AIB Annual Meeting in New Orleans this year.

The following research methodology events will be offered:

- Regular paper sessions, spanning both qualitative and quantitative methodologies
- Three panel sessions that cover the following topics: 'How to Generate an Interesting Research Question', 'Myth Busting and Institutional Change' and 'Quantitative Analysis in IB: Doing it Well'
- Townhall with Kathy Eisenhardt on Building Case Research Expertise
- RM-SIG Meet and Greet: This SIG meeting will involve planning for the next year—and of course networking
- Best Paper Award: to be awarded for the first time at this year's AIB meeting, consists of \$500, plus a diploma
- Research Methods Clinics

The details for each session can be found on the next two pages.

Best Research Methods Paper Award

For the next 3 years, the University of Sydney Business School will be sponsoring a Best Research Methods Paper Award, which will be presented to the best paper presented at the AIB annual meeting which meets the following criteria:

- Develops and/or utilizes innovative and non-traditional methodological approaches to investigate pertinent international business phenomena;
- Advances international business methodology;
- Provides creative methodological solutions to important international business problems;
- Informs scholars in international business and beyond about methodological advancements;

The winning paper must illustrate how and why a particular methodology or methodological innovation advances international business research.

The award will be presented on Wednesday 29 June (17:45-18:45) at the RM-SIG Meet and Greet session in the course of the AIB annual meeting.

The RM schedule at AIB New Orleans

This schedule lists all the Research Methods events that are taking place at this year's annual meeting. We are excited by the program offerings and hope to see you at some of the sessions! We would like to thank Charles Dhanaraj, the Program Chair, and Tunga Kiyak, AIB Managing Director, for the key roles they have played in making this vibrant program a reality.

Date & Time	Venue	Event
Tuesday 28 June 13:00-14:15	Ellendale	Research Methods in IB (Interactive Session# 161551) <ul style="list-style-type: none"> <i>Moving Towards Equivalent Data Collection Procedures in Cross-National Research (ID# 82)</i> Agnieszka Chidlow, Pervez N. Ghauri <i>Beyond Mixed Methods: Toward a Better Understanding of Cultural Context in Under-Researched Countries Using an Emic-Etic-Emic Research Cycle (ID# 144)</i> Betty Jane Punnett, David Ford, Bella Galperin, Terri R Lituchy, <i>Institutional Configurations and Corporate Social Responsibility: A Cross-Cultural Study (ID# 2487)</i> Altan-Uya Dashdeleg, Yu-Shu Peng <i>Good Old Fashioned Spectacles Are Not Enough for "Looking at the Elephant" You Need Bifocals: Multi Methods or Single Method in Empirical Cross Cultural Business Research in International Business (ID# 2650)</i> Mikael Søndergaard, Aarhus University <i>The Portfolio Approach as an Alternative to MNE Headquarters-Based Measures (ID# 140)</i> Dawn L. Keig, Lance Eliot Brouthers, Victor B. Marshall <i>Theoretical Issues in Cross-Cultural Research: Contributions, Past Developments, and Future Directions (ID# 2713)</i> Lars Matthias Jensen, Tobias Schäfers <i>Empirical Evidence for Response Set and Response Bias across Cultures Using Likert Scales: Data in Search of Theory (ID# 3036)</i> Romie Frederick Littrell
Tuesday 28 June 14:30-15:45	Bayside C	Holistic Approaches to Qualitative Research in IB (Competitive Session# 161501) <ul style="list-style-type: none"> <i>An Identity Perspective on "National Culture" in the Post-Acquisition Organisation (ID# 2385)</i> Fiona Moore <i>International Business Research and Fuzzy Set Qualitative Comparative Analysis (ID# 2621)</i> Ursula F. Ott, Rudolf R. Sinkovics, Samia Ferdous Hoque <i>Breaking the Wall - Contextualization in International Business Research with a Mixed-Method Approach (ID# 183)</i> Niina Nummela, Leila Hurmerinta <i>Beyond Nation State Thinking in IB Research (ID# 2841)</i> Karsten Jonsen, IMD <i>How Should We Judge the 'Quality' of Qualitative Research in IB? A Re-Assessment of Current Criteria (ID# 2625)</i> Catherine Welch, Rebecca Piekkari

Date & Time	Venue	Event
Tuesday 28 June 17:45-18:45	Maurepas	Meet the Expert: Building Case Research Expertise (Session# 162246) This townhall provides an opportunity for informal interactions with renowned case methodologist, Professor Kathy Eisenhardt. Kathy will share her insights on the changing nature of case research and its relevance for advancing the new problems that are emerging in international business.
Wednesday 29 June 9:00-10:15	Maurepas	How to Generate an Interesting Research Question (Panel Session# 161532) <i>Chair:</i> Susan Mudambi <i>Panelists: (ID# 296)</i> Susan Mudambi David M. Reeb Adamantios Diamantopoulos Cheryl Nakata
Wednesday 29 June 14:30-15:45	Bayside C	Rules of Engagement: Methods and Measures in IB (Competitive Session# 161502) <ul style="list-style-type: none"> <i>Measuring Innovation Around the World (ID# 123)</i> David M. Reeb, Ping-Sheng Koh, Elvira Sojli, Wing Wah Tham <i>MNC Internal and External Complexity and Effects on Performance: Insights from NKC-Methodology (ID# 2637)</i> Sokol Celo, James Francis Nebus, I. Kim Wang <i>Decomposing the Benefits from Foreign Direct Investment: A New Methodological Framework (ID# 2890)</i> Randolph Luca Bruno, Nauro F Campos, Saul Estrin <i>Scale Integrity: An Evaluation of Four Individualism Scales in International Business (ID# 2944)</i> Somak Banerjee, Ahmet Koksall, Aaron Johnson, Attila Yaprak
Wednesday 29 June 17:45-18:45	Maurepas	Research Methods Special Interest Group (SIG) Meet and Greet (Session# 162259) Come and visit with the brand new Research Methods SIG for networking, announcement of the Best Research Methods Award, coffee and light desserts. Learn about upcoming activities and plans for the next year including workshops and more.
Thursday 30 June, 9:00-10:15	Napoleon Ballroom AB	Myth-Busting and Institutional Change: How to Achieve a More Innovative Future for Research Methodology in IB (Panel Session# 161531) <i>Chair:</i> Bo Nielsen <i>Panelists: (ID# 2612)</i> Rebecca Reuber Robert J. Vandenberg Catherine Welch
Thursday 30 June 13:00-14:15	Maurepas	Quantitative Analysis in IB: Doing It Well (Panel Session# 161533) <i>Chair:</i> Elizabeth Rose <i>Panelists: (ID# 2943)</i> Elizabeth Rose Alvaro Cuervo Cazorra Timothy Devinney Rebecca Reuber

RM Clinics at AIB New Orleans

The AIB Methods SIG will be piloting Research Methods Clinics sessions at the New Orleans conference. These sessions are organized around specific methodological experts who will be hosting a small group discussion and providing advice to specific problems of our members.

For the 2016 conference we are offering 14 clinics, spread over four sessions on **Wednesday 29 June**. The specific nature of the topics, as well as the experts who will be hosting the discussions, are listed in the schedule below. These clinics will be in a round table format, with a maximum of 8 participants. Each participant will be expected to bring a specific problem to the discussion.

For further information on how to register for the clinics, please visit the AIB New Orleans website: <https://aib.msu.edu/events/2016/ResearchMethodsClinics.asp>

29 June, 2.1 (9:00-10:15)	
Douglas Dow	Distance and difference scores / Logistic & Multiple Regression / Online Experiments
Alvaro Cuervo-Cazurra	Mixed Method Research
Robert Vandenberg	Longitudinal data / Multilevel / SEM /Research Design

29 June, 2.2 (10:45-12:00)	
Elizabeth Rose	Categorical Data / Survey design
Peter Liesch	Qualitative Research
Larry Williams	SEM
Stewart Miller	Multi-stage (Heckman) / Regression

29 June, 2.3 (1:00-2:15)	
Niina Nummela	Mixed Method Research
Robert Vandenberg	Longitudinal data / Multilevel / SEM /Research Design
David Reeb	Missing data / causality / hypothesis development / interactions & dummy variables

29 June, 2.4 (2:45-4:00)	
Shige Makino	Panel Data Analysis
Fiona Moore	Qualitative Research
Larry Williams	SEM
Andrew Delios	Multivariate Analysis / Covariate Effects / Model specification and model building

SIG members currently have the opportunity to register for these sessions before they are advertised to conference delegates more broadly. So register now!

CARMA-IB Research Methods Workshops

Two free CARMA-AIB Research Methods Workshops will be offered as a pre-conference activity of the upcoming 2016 AIB Meeting. Offered as a partnership between the Consortium for the Advancement of Research Methods and Analysis (CARMA) and the Research Methods Special Interest Group of the AIB, these workshops are available to those seeking education related to structural equation methods and multi-level analysis. The two workshop instructors (Dr. Larry Williams, Dr. Robert Vandenberg) are each former Editors of *Organizational Research Methods* and recipients of the Research Methods Division of the Academy of Management's Distinguished Career Award, as well as frequent CARMA Short Course Instructors. Descriptions of the workshops and instructor biographies are provided below.

The workshops are both full. We will provide an update on future workshops as soon as possible.

Workshop Descriptions

Intermediate SEM: Model Evaluation (June 26, 2015 - 9:00am-12:00pm)

Instructor: Dr Larry J. Williams, University of North Dakota

Description: This workshop is aimed at faculty and students with an introductory understanding of structural equation methods who seek a better understanding of the challenging process of making judgments about the adequacy of their models. Those who attend should have some exposure to SEM and experience in fitting structural equation models with software such as LISREL, MPlus, EQS, or AMOS. Attendees will learn out to interpret and report results from SEM analyses, and how to conduct model comparisons to obtain information relevant to inferences about their models, as well as advantages and disadvantages of different approaches to model evaluation. The workshop will include (a) review of model specification and parameter estimation, (b) overview of model evaluation, (c) logic and computations for goodness-of-fit measures, (d) analysis of residuals and latent variables, and (e) model comparison strategies.

An Introduction to Multi-level Analysis (June 26, 2015 - 2:00pm-5:00pm)

Description: The objective of this workshop is to provide a review of commonly undertaken practices in multi-level analyses. Given the limited time, focus will be entirely on how to conduct the analyses using the Mplus software package. Therefore, the primary focus is on how to conduct the analyses rather than the conceptual basis as to why and when multilevel analyses should be undertaken. We will start with the simplest multilevel model, and build more and more complex ones using both mediation and moderation hypotheses. With respect to mediation, participants will be shown how to test the significance of the indirect effects and how to conduct bootstrapping. We will repeat this process twice. The first time will use observed variables only. The second time will use the same models, but variables will be treated as latent variables within a structural equation modeling framework. Participants will be given syntax, and a data file so that they can either do the analyses in real time during the workshop, or later in the quiet of their offices.

Instructor: Dr. Robert (Bob) Vandenberg, University of Georgia

What is CARMA? A Centre of Excellence in RM

What is CARMA?

CARMA, the Consortium for the Advancement of Research Methods and Analysis, is an interdisciplinary consortium devoted to helping faculty, graduate students and professionals learn of current developments in various areas of research methods and statistics. Its focus in research methods is on the management and organizational sciences.

CARMA is a non-profit unit at the University of North Dakota, located in Grand Forks, ND. CARMA was established in 1997 by Dr. Larry J. Williams (former Chairperson of the Research Methods Division of the Academy of Management and Founding Editor of *Organizational Research Methods*) and was located at Virginia Commonwealth University in Richmond, Virginia from 1997-2009, and was then located at Wayne State University.

What does CARMA Do?

- Live webcast program: in 2016-2017, this will consist of 10 lectures from recognised experts in the management field
- Short courses, held in different locations around the world (keep an eye on the CARMA website for future announcements)
- Research methods education: currently four modules are on offer, which are free to any student or faculty member from a member institution
- Member universities outside the US/Canada have access to the International Video Library Program, a collection of over 100 video lectures, with 10 additional lectures to be added in the 2016-2017 academic year

What Has CARMA's Impact Been So Far?

- So far in 2014-2015, 169 universities worldwide have participated in CARMA member programs
- More than 10,259 faculty and students from 57 countries are CARMA Website Users
- More than 400 universities have participated in the CARMA Consortium Webcast Program since 2004
- More than 35,000 individual viewings of CARMA's 105 hour long Webcast lecture videos since the fall of 2004
- More than 1,000 faculty and students from universities throughout the world have attended CARMA Short Courses since the summer of 2004
- And in 2016, CARMA will contribute to the AIB Annual Meeting for the first time

How do I get involved?

Currently CARMA offers institutional membership only. However, students and staff from non-member institutions are welcome to sign up for CARMA short courses.

Methodology Toolkit

Each newsletter we will feature useful resources and tools.

Please let us know if you have any suggestions for useful resources that we can share.

Alternatively, let us know if there are any issues you think we should be covering in future issues.

Statistical and Methodological Myths and Urban Legends

Bob Vandenberg coined the term 'statistical and methodological myths and urban legends' (SMMULs) to refer to methodological guidelines that gain the status of accepted truths, circulating within an academic community through means such as doctoral training, reviewer evaluations, awards and funding decisions. Although SMMULs may have originated in a 'kernel of truth', they have long since been distorted and inappropriately applied.

Numerous panels on SMMULs have been run at Academy of Management meetings since the first one on the topic was run in 2004, and at annual meetings of the Society for Industrial and Organizational Psychology (SIOP).

The investigation of SMMULs has now evolved into a substantial research program, including the following publications:

- Lance, C.E. (2011)., 'More Statistical and Methodological Myths and Urban Legends', *Organizational Research Methods*, 14, 2, 279-286.
- Lance, C.E. and Vandenberg, R.J. (eds) (2009). *Statistical and Methodological Myths and Urban Legends: Doctrine, Verity, and Fable in the Organizational and Social Sciences*. New York: Routledge.
- Lance, C.E. & Vandenberg, R.J. (eds) (2015). *More Statistical and Methodological Myths and Urban Legends*. New York: Routledge.
- Vandenberg, R.J. (2006), 'Statistical and Methodological Myths and Urban Legends: Where, Pray Tell, Did They Get This Idea?', *Organizational Research Methods*, 9, 2, 194-201.

Bob Vandenberg, Larry Williams and Becky Reuber will be debating SMMULs at a panel session at this year's AIB Annual Meeting.

MMM Conference

The Modern Modeling Methods (M3) conference is an interdisciplinary conference designed to showcase the latest modeling methods and to present research related to these methodologies. The annual conference also includes hands-on workshops featuring complex modeling methods. For more details, see the following URL link:

<http://modeling.uconn.edu/>

"Incremental Validity" Error Rate Calculator

Social scientists often seek to demonstrate that a construct has *incremental validity* over and above other related constructs. However, these claims are typically supported by measurement-level models that fail to consider the effects of measurement (un)reliability. Westfall & Yarkoni discuss this in their recent article (Westfall, J., & Yarkoni, T. (2016). Statistically controlling for confounding constructs is harder than you think. *PLoS ONE*, 11 (3), and present a web application (<http://jakewestfall.org/ivy/>) that readers can use to explore the statistical properties of these and other incremental validity arguments

Qualitative research training in China

Qualitative research has recently attracted greater attention from Chinese management scholars who would like to capture complex phenomena, explore comprehensive insights and develop context-specific theories for doing business in China. They recognize the differences between the western and eastern worlds and aim to develop new theories to explain the uniqueness of Chinese management. Unfortunately, there is little professional training available in China on how to do rigorous qualitative research. Training on research methods is mostly for quantitative approaches.

However, this is changing. Any qualitative training is now welcomed in most Chinese research universities. In recent years, seminars on how to get case research published have been offered at Renmin University (October, 2014), Wuhan University (March, 2015), Nanjing University (March, 2015) and Tongji University (June, 2015). Two more seminars were offered at Sun Yat-sen University and South China University of Technology in April, 2016.

A PDW on "Doing qualitative research in China" will be held at the 2016 IACMR annual conference in Hangzhou in June.

For more information, please contact Tian Wei, weitian@fudan.edu.cn

Workshop:

Enhancing Rigour in Qualitative and Quantitative Research Methods in Business Studies

Place: University of Birmingham

Venue: The Business School, Room, TBC

Date & Time: 10 June 2016, 10:00 – 14:00

In collaboration with the Academy of International Business Research Methodologies Special Interest Group (AIB RM-SIG), the aim of the workshop is to help and guide PhD students with the process of planning and undertaking rigorous qualitative and quantitative data collection and analysis. In addition, the workshop also aims to stimulate innovation in research methods and promote the use of novel methodologies in order to advance knowledge in international business and management as well as enhance professional standards in those fields.

Professor Pervez N. Ghauri will give a talk on collecting and analyzing qualitative data while **Dr. Agnieszka Chidlow** will speak about quantitative data collection and analysis. After each presentation sufficient time is planned for students to discuss their own data collection techniques as well as methods of analysis.

Please confirm attendance by emailing a.chidlow@bham.ac.uk

SIG Member Activities

Each newsletter we will feature methods-related activities initiated by RM-SIG members. If you are holding an event or have published a methodological paper or resource, please contact us.

EDEN doctoral seminar:

‘How to design your PhD’

EIASM, Brussels, October 24-28 2016

Dr. Ricardo Morais, a member of AIB’s Research Methodology Special Interest Group, will coordinate the 4th edition of the Eden doctoral seminar ‘How to design your PhD’ at EIASM - European Institute for Advanced Studies in Management, in Brussels, in October 24-28, 2016 (http://www.eiasm.org/frontoffice/eden_announcement.asp?event_id=1192).

This cross-disciplinary seminar helps early stage PhD candidates design their research project, by providing a comprehensive overview of philosophical stances as well as qualitative and quantitative research methods. During the seminar participants apply this knowledge in the design of their own PhD research, taking into account the dynamic interplay between theory, method, and data.

The seminar’s faculty includes Dr. Ricardo Morais from Católica Porto Business School as well as Dr. Eelko Huizingh from the University of Groningen.

The seminar is based on three assumptions that have been tested by Dr. Ricardo Morais in 194 seminars in 11 countries with nearly 5000 students, supervisors, and methodology teachers. In particular, most doctoral students:

- 1) have never attended a course on the Philosophy of Science, disregarding the link between ontology, epistemology, and methodology;
- 2) perceive empirical research as a sequence of tasks such as a literature review, methodological choice and data collection, rather than a system of interdependent decisions that integrates theory, method, and data; and
- 3) underestimate the importance of rhetoric and authorship for a focused research design.

Based on these 194 seminars, Dr. Ricardo Morais created an online research design software that currently has around 6000 users worldwide (www.ideapuzzle.com). The software asks 21 questions based on Philosophy of Science, helps answering them, and allows the self-evaluation of each answer.

The result is a research design of about three pages which includes an overall score, a visual map, and the 21 answers ([example](#)). The main benefits of the software are the holistic diagnosis of the strengths and weaknesses of a research project, the structured communication between students and supervisors, and the innovative teaching of research methods.

It is by answering these 21 questions that participants in the seminar ‘How to design your PhD’ start designing their own PhD research.

What's Wrong with our Approach to Theory-Building?

HARKing and Jose's wager

In a forthcoming Point Counterpoint debate in *Journal of Organizational Behavior*, **Jose Cortina** argues that our approach to theory building in the organizational sciences 'has strayed from the principles of scientific acceptability'.

He lists a variety of practices that have contributed to this state of affairs. When it comes to empirical papers, he argues that HARKing is widespread in published articles:

"Because our field generally insists on statistically significant results and an introduction section that is consistent with them, authors are pressured to report "a priori" theoretical models that are consistent with their data. O'Boyle et al. (in press) found that Introduction sections become more and more consistent with Results sections over time. Specifically, O'Boyle et al. found that in response to the data, authors often remove hypotheses because of lack of significant results, add hypotheses because of results that were statistically significant but unexpected, reverse the direction of hypotheses, or drop variables from models altogether. In related work, O'Boyle has found that the proportion of twoway interaction hypotheses that are supported by the data has increased from 42% in the late 90's to 72% today (personal communication). Given that statistical power for such tests remains very low and that theoretical precision has not increased to any noticeable degree, and assuming that data aren't being fabricated, this increase can only come from post hoc modification of hypotheses.

"This HARKing (Hypothesizing After Results are Known) is so widespread that I have offered the following wager to audiences all over the world. When reading published papers, be on the lookout for exceptionally counterintuitive findings, i.e., the sort that make you think to yourself that you would have guessed the exact opposite. I will bet you 10 dollars for 1 that that hypothesis is supported by the data in that paper. The reason is that the only way an author could have arrived at such a counterintuitive connection is that s/he was given directions by a particular p-value."

So, what is the solution? Strangely, the way to solidify the theoretical contributions of our field is to redefine 'empirical contribution'. Essentially, we define empirical contribution as 'data that are flattering to the Introduction'. Thus, we are incentivized to produce such flattering data. But if we changed the definition to 'a design that provides a good test of hypotheses', then the only incentive is to produce a good design. And the way to ensure that this change occurs is to decouple results from Introduction and Method by basing editorial decisions only the latter. The quicker we embrace this change, the quicker we deprive Jose of his gambling earnings.

The full article will be available in August on 'Early View' at <http://onlinelibrary.wiley.com/journal/10.1002/ISSN1099-1379> in August. Before then, Jose is happy for you to contact him for a copy (jcortina@gmu.edu)

See also O'Boyle, E.H., Banks, G.C., & Gonzalez-Mule, E. (in press). The chrysalis effect: How ugly initial results metamorphose into beautiful articles. *Journal of Management*.

RM-SIG Soapbox

Please contact us if you have an idea for the next Soapbox

Contact Us

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

Contact us at: catherine.welch@sydney.edu.au