

# Newsletter

## Research Community



## Letter from the Chair

Dear Members of the Research Methods Community,

Welcome to our inaugural newsletter!

I want to begin by telling you how pleased I am that you have joined the Research Methods Community. On behalf of the officers, I want to tell you that we appreciate your membership, look forward to serving you in the future and to providing opportunities to you to expand your research methods knowledge. I hope that you enjoy your membership in our Community.

As the outgoing Chair, I want to share a few words with you on the formation and future of the Community. You may know that the Community is in its first official year. Getting to this point involved considerable time and energy by Margaret White, Brian Boyd and Karen Schnatterly. Their efforts and commitment took the Community from concept to a reality. Thank you, Margaret, Brian and Karen. Without your dedication, the Community would still be just an idea. In addition, I want to thank our reviewers, those of you that have submitted your work and our session leaders and participants. All of you have contributed to the development of what is now a 750+ member group.

I also want to thank our officers whose leadership terms are ending. Three Representatives-at-Large are completing their terms: Margaret White, Aaron Hill, and Pursey Heugens. Your work and time to serving the Community is much appreciated. My term as Community Chair is also coming to a close. It has been a privilege to have worked with our member over the years in helping develop the Community and I look forward to watching it grow and develop over the coming years.

Looking ahead, our 2017 leadership team includes Brian Boyd, Community Chair; Karen Schnatterly, Program Chair; and the just-elected Trevis Certo as Associate Program Chair. We have also added Matt Semadeni, Asli Arikan and Jeremy Short as Representatives-at-Large, whom will join Steve Gove, Tim Devinney, and Andreas Schwab. We have a very strong team in place to take the Community to new and exciting heights.

In this newsletter, you will learn about our Berlin Conference, resources for your research, as well as upcoming events. I hope that you find the Community helpful for your research needs.

In closing, I want to emphasize that the Community belongs to all of its members. I want each of you to feel empowered to contribute your ideas, needs, and concerns so that the group can better serve you. Please join us in leading this Community.

Thank you again for joining us!

Sincerely,

Donald D. Bergh  
University of Denver



Don Bergh  
University of Denver

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# SMS 2016 Berlin Research Method Community

## Program Chair Highlights

The RM Community hosted several pre-conference sessions, as well as paper and panel sessions during the main conference. Pre-conference sessions can take a range of formats, from discussion of a specific methodology, to broader questions, such as general research design, ethical issues in empirical analysis, and more. If you have an idea for a future pre-conference session – either one you want to organize, or simply want to suggest – please contact any of the RM officers with your ideas and suggestions.

### PRE-CONFERENCE SESSIONS

#### **Better Questions: The Beginning of Better Research Design**

Margaret White, Laura B. Cardinal, Robert Duesing, and Jason Ridge.

The purpose of this session was to examine how to develop better research questions. When beginning a research project, the development of a well-designed research question can make the design of the research project clearer. We examined where to look for questions and how to develop the best questions.



**Brian Boyd**  
City University of Hong Kong



#### **Researching Processes in Strategy: Core Challenges and Opportunities**

*(co-sponsored with Strategy Process IG)*

Andreas Schwab, Ioannis Thanos, Tomi Laamanen, Ann Langley, Catherine Maritan, Taco Reus

The aim of this panel session was to bring together insights from high level practitioners and academic scholars to identify and reflect on critical questions regarding strategy processes pertaining to formation, implementation, and evaluation of strategy – specifically related to relevance and impact of strategy theory for/on strategy in the practice field. At the beginning of the session, the panelists provided their personal opinion on the most important issues and challenges on this topic. Then the panel discussion brought these different insights together and developed ideas on how to move this research stream forward.

#### **Advances in Data Collection Methodologies and Analyses in Strategy Research**

*(co-sponsored with Strategic Leadership and Governance IG)*

Aaron Hill, Michael Withers, Federico Aime, Emily Block, Michael Mannor

Panelists briefly introduced the value of videometrics and survey/ historiometrics data collection tools and between and within, endogeneity, and qualitative methodologies for strategy research. Interactive breakout discussions on each topic followed.

#### **Getting Started with Meta-Analysis: Key Issues and Execution**

James Combs, T. Russell Crook

This workshop explored both conceptual and practical issues associated with meta-analysis. The first half of the workshop focused on high level issues, such as why it is used (aggregating evidence about a phenomenon while reducing problems associated with sampling and measurement error), and when it is useful (resolving debates, testing theory, etc). The second half of the workshop walked participants through a completed meta-analysis, starting with creation of a coding sheet, coding of two sample papers, data input, run numbers, and output.

# SMS 2016 Berlin Research Method Community

## Program Chair Highlights (cont.)

### MAIN CONFERENCE SESSIONS

#### **Refining Measures** (Brian Boyd, Chair)

- Addressing Replication and Model Uncertainty: A Bayesian Averaging Approach Applied to Innovation Survey Data. Keld Laursen, Bernd Ebersberger, Ammon Salter, Fabrice Galia.
- Cross-National Distance Measures: Distance versus Proximity. Santiago Mingo, Belen Parada, Bernardita Manasevich.
- Measuring Uniqueness in Corporate Strategy: A Text Based Approach. Sheewon Park.
- When Relatedness Flies under the Measurement. Radar Dong Huo.
- The Long March: The Quest for Valid Text-based Indicators of Firms' Exploration and Exploitation. Rene Belderbos, Stijn Kelchtermans, Nazlihan Ugur Cevikarslan.

#### **Refining Theory via Research Design** (Margaret White, chair)

- You Keep Using That Method: I Don't Think It Means What You Think It Means. Scott Johnson.
- Rewriting the Publishing Narrative for Grounded Theory Building in Strategy. Deborah Dougherty
- The Use and Contributions of Mixed Methods in Social Responsibility Research. José F. Molina-Azorin, María Dolores López-Gamero.
- A Process View on Organizational Failure: A Qualitative Meta-Analysis. Jill A. Küberling, Christoph Seckler, Markus Reihlen, Theres Schröder.
- The Blind Men and the Elephant: Dynamics in Strategy Research. Stefan Groesser, Markus Schwenke.

#### **Methodological Advances in Strategic Leadership & Governance** (Hansin Bilgili, chair)

- A 'What If' Model Of Misconduct: An Application of Regression Standardization and Decomposition. Karen Schnatterly, Habib Islam, Margaret Peteraf.
- Under Pressure: An Investigation into The Dimensionality of Executive Job Demands. Abbie Oliver, Kevin McSweeney, Daniel Gamache, Cynthia E Devers, Felice Klein.
- Random Walks and the CEO Effect: Misattribution of Performance Trends to the CEO. Pardeep Maheshwaree, Mikko Rönkkö, Jens Schmidt.
- Exploring the Relationship between Peer Network Structure and CEO Compensation. Hansin Bilgili, Tsvetomira Bilgili, Jason Ridge, Alan Ellstrand, Jonathan Johnson.

## Research Methods Resource and Call to Action

The Research Methods Community is in the process of creating a content repository. So far, we have provided citations and articles on an open source Google Doc which you can access here:

<https://drive.google.com/open?id=0B1CIEjESdAYTZFpBT0IPREIBLVk>

Perhaps more important, we need your feedback and help. Specifically, if you have insight on items you would like to see on the repository, please let us know or if you have resources, please send them our way. In particular, we would like to request strategy and macro-related PhD methods seminar syllabi and reading lists. Please send your feedback and/or items to be placed on the repository to: Karen Schnatterly, [schnatterlyk@missouri.edu](mailto:schnatterlyk@missouri.edu).

# SMS Research Method Community

## Program for 2017 Houston Conference

Greetings, RM Community members!

This is a reminder that proposals are due for the SMS Annual Conference in Houston by February 23, 2017! Authors will be notified of the review committee decisions by mid-April. The conference itself takes place October 29-31, 2017. In order to help ensure that we can meet the deadline, please sign up to review for the RM Community. If you have reviewed for us before, you will receive an invitation email to agree to review. If you have not reviewed for us before, and would like to, please email me ([schnatterlyk@missouri.edu](mailto:schnatterlyk@missouri.edu))!

After proposals are accepted, the Program Chairs of all the Conference tracks meet together and put specific sessions together. You might submit a proposal to the RM community that ends up in another IG's session, or submit a proposal to another IG that ends up in an RM Community session. We all try to make the best sessions that we can. After the sessions are assembled, all the Program Chairs go through the program to identify co-sponsor sessions that aren't in their IG, but that might be of interest for their members. This will make it easier for members to follow specific interests throughout the program, no matter what IG is officially the 'host' of a session.

Karen Schnatterly, RM Community 2017 Program Chair



Karen Schnatterly  
University of Missouri

## Research Methods Track Call for Submissions



Strategy researchers face many challenges in leveraging research methods to make sense of an increasingly complex and interrelated world, and to understand and assess the strategies that firms and other entities adopt in response. This year's conference theme allows us to focus on new and unconventional methodological questions and approaches, as well as on the reassessment of existing tools, especially in their applications to unconventional strategies. How relevant are traditional measures of firm performance? How well do metrics used by researchers match those used by managers? What are emerging methodological tools and techniques that can shift the way we ask and answer questions? Finally, to understand, explain, and research changes in a complex world, we need to examine how our community can keep research methods relevant and current. While we seek proposals pertaining to the conference's theme, we welcome all those that open new perspectives on advancing research methods within the SMS.

# SMS Research Method Community 2016/2017 Team

## Chairperson



Don Bergh  
University of Denver

## Program Chair



Brian Boyd  
City University of Hong Kong

## Associate Program Chair



Karen Schnatterly  
University of Missouri

## 2016 Representatives at Large:



Pursey Heugens  
Erasmus University



Aaron Hill  
Oklahoma State University



Margaret White  
Oklahoma State University

## 2017 Representatives at Large



Timothy Devinney  
University of Leeds



Steve Gove  
University of Vermont



Andreas Schwab  
Iowa State University

## Contact Us

*If you have any questions about the Research Method Community,  
contact Karen Schnatterly ([schnatterlyk@missouri.edu](mailto:schnatterlyk@missouri.edu)).*

*Newsletter Editor: Andreas Schwab ([aschwab@iastate.edu](mailto:aschwab@iastate.edu))*