
Thanks to Beverley Hill for providing the first item to go on the SIG’s ‘Book Shelf’. It would be super to see this section filled with additional short book reviews and notable publications. In addition, and as members will know, The Reseacher endeavours to find the means to offer a more personal role in facilitating member contact, knowledge exchange, and collaboration. To support this, and in recognition of how pushed we all are for time, we now have a ‘Personal Ad’ slot where – as shown in this issue by Kathy Hartley and Nick Jackson - just a few words will suffice. As Kathy’s items illustrate – this can serve as a SOS or, alternatively, as a goodwill gesture offered in support of the research interests of SIG members.

Gail (Clarkson), Newsletter Editor
g.clarkson@lubs.leeds.ac.uk

BAM MATTERS

Nominations for the Academy of Social Sciences (AcSS) Academician candidates

In June, BAM will be submitting nominations for new Academician to the AcSS. As in previous years, you are invited to put forward individuals that you think BAM should be nominating.

If you would like to put someone forward for BAM to nominate as an AcSS Academician, please contact Joe Campbell (the process involves filling in a short form and the nominee’s CV (no more than 4 pages) to be submitted to the BAM office by 31 May 2012.

Once all nominations have been received the Awards subcommittee will put together a shortlist and submit them to the AcSS in mid-June.

For further information on the nomination process please go to www.acss.org.uk.

jcampbell@bam.ac.uk

BAM Conference 2012
Management Research Revisited: Prospects for Theory and Practice
11-13 September, Cardiff University

Dates for your diary:
1 June - Deadline for paper presenters to register
2 June - Papers without at least one registered author will be withdrawn
29 June - Deadline for revisions to all accepted papers
1 July - Details of presentation times released
1 Sept - Official programme published

Copyright © 2012 British Academy of Management
SIG RELATED ACTIVITIES

EURAM 2012 CONFERENCE
Social innovation for competitiveness, organisational performance and human excellence
6-8 June 2012, Rotterdam School of Management, Erasmus University, Rotterdam

We look forward to seeing some of you at EURAM and particularly at the activities relating to Track 66 ‘Research Methods and Research Practice’ (RM & RP).

EURAM 2013 CONFERENCE
Next year’s EURAM annual conference ‘Democratizing Management’ will be held in Istanbul, Turkey, 26-29 June.

EURAM Special Interest Group
The EURAM RM & RP SIG has a key role in supporting tracks and other appropriate events at the EURAM Annual Conference. As such it is another forum in which people interested in research methods can showcase their work. However, as with the BAM SIG, a key objective is to facilitate member contact, knowledge exchange, and collaboration.

More details will be provided in the next issue of The Researcher (August 2012). In the meantime, for any queries contact:

w.j.lee@mngt.keele.ac.uk
Cathy.Cassell@mbs.ac.uk
g.clarkson@lubs.leeds.ac.uk

WHAT’S ON

THE 7TH ANNUAL JOINT UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL AND KEELE UNIVERSITY, INSTITUTE FOR PUBLIC POLICY AND MANAGEMENT SYMPOSIUM ON CURRENT DEVELOPMENTS IN ETHNOGRAPHIC RESEARCH IN THE SOCIAL AND MANAGEMENT SCIENCES
In association with the Journal of Organizational Ethnography and the Journal Ethnography

Conference Theme - Ethnographic Horizons in Times of Turbulence
29 – 31 August 2012
University of Liverpool Management School, Liverpool, United Kingdom

For further information about the conference and to register (deadline 30 July) please visit:
www.liv.ac.uk/managingschool/ethnography

Conference Chairs: Dr Manuela Nocker, University of Essex Business School, mnocker@essex.ac.uk
Dr Geoff Pearson, University of Liverpool Management School, pearsong@liv.ac.uk

Doctoral Workshop – Doing Ethnography
Evening of 28 August, 2012

The Workshop opens the Ethnography Symposium by bringing together Doctoral Students engaged in ethnographic work, at whatever stage, to share with and learn from each other. The session is largely informal, allowing students to introduce their work, to raise questions concerning their research and writing-up and to meet other students who will be attending the Symposium. The session will also feature contributions from more experienced researchers, including one of the leading figures in the ethnographic field, Professor John van Maanen, and the co-editors of the Journal of Organizational Ethnography.

Dr Mike Rowe, University of Liverpool Management School
mikerowe@liv.ac.uk
Can you help?
I’m looking to use a critical realist perspective in my work and it would be great to hear from anyone out there who is au fait with implementing this who is willing to discuss or suggest some pointers.

Kathy (Hartley)
kathyhartley@btinternet.com

Using NVivo? Want any support?
Are you using NVivo to analyse your data and struggling to get started or make the most of it? I’m not promising to have all the answers but I used it in my PhD and if you drop me an email I’m willing to try and help.

Kathy (Hartley)
kathyhartley@btinternet.com

Any views on the use of mixed methods?
I used a mixed methods research design for my PhD thesis and, on reflection, although I acknowledge that this presents the researcher with additional possibilities I feel rather indifferent about the effect this had on the outcomes of my research. From a beneficial perspective, I think there is an argument to justify developing hypotheses from an initial exploratory inquiry (i.e. a series of prior interviews) in addition to a critical review of the literature, because this has the potential to develop a more informed process. However, I also believe this presents inherent difficulties when trying to build continuity from one method to the other. In the first instance, there is the problem of continuity from, for example, the outcomes from a semi-structured interview and how this is then developed into a survey. Developing themes for the survey was the easy part; identifying and then justifying the inclusion and exclusion of variables to include in the survey (on the grounds that you cannot include all outcomes) was extraordinarily difficult. Second, there is the age-old problem of conflicting datasets (and for many researchers, conflicting philosophies). I increasingly sympathise with the perspective that qualitative research should be designed around an inductive approach. Considering the most significant outcomes from my thesis were predominantly qualitative, the deductive approach taken when developing the methodology resulted in delivering too much structure and, in hindsight, became restrictive to the conversations. Considering some of the most important outcomes from the research evolved from within the interview process it would have been more conducive to the results if I had taken a more grounded approach to the interviews. Of course, this would not have been possible in a mixed methods approach based on a deductive inquiry.

Does anyone have similar experiences from using a mixed methods approach? Does anyone have any ‘answers’ regarding how to satisfactorily reconcile the inherent problems posed from the use of different approaches ( ..... while maintaining potential benefits)?

Nick (Jackson)
n.jackson@leeds.ac.uk

PAPER CALLS

Qualitative Research in Accounting & Management
‘Measuring Performance in the Third Sector’
Guest Editors: Carolyn Cordery, Victoria University, Wellington and Rowena Sinclair, AUT University, Auckland.
Deadline 31 August 2012 (accepted papers are scheduled for publication in September 2013)

Submissions are invited for a QRAM special issue exploring the measurement of performance in the Third Sector. The Third Sector is broad and includes: nongovernmental organizations, social enterprises, charities, and membership nonprofit organizations, for example cooperatives, sports clubs, arts organizations and professional associations.

Measuring the performance of Third Sector organisations is challenging. In recent years researchers and consultants have derived economic measures such as Social Return on Investment and Cost-benefit Analysis frameworks. Yet these quantitative measures are controversial and often infeasible. However, the need remains for Third Sector organizations to show the difference they make in their communities, to be clear about the outcomes they are working towards, and to use performance frameworks to utilise scarce resources effectively.

Copyright © 2012 British Academy of Management
The sought submissions potentially include, but are not limited to, studies into the:

- Implementation and operation of performance frameworks
- Stakeholder engagement with organizations' performance information
- Tensions relating to performance demands from developed country donors to developing countries’ aid organizations
- Social auditing and other performance related audits
- Integration of non-economic and economic information
- The role of annual reports in telling organizations’ stories
- Management issues relating to performance management and measurement
- Managing the performance of volunteers
- Building evaluative capacity in the Third Sector
- Extending Third Sector capability in monitoring evaluation and performance development
- The impact of context on the credibility of performance related information

For further information, please contact the Guest Editors
Carolyn.Cordery@vuw.ac.nz
Rowena.Sinclair@aut.ac.nz

Qualitative Research in Financial Markets
‘Basel III and the impact of new capital and liquidity regulations: the future bank business model’
Guest Editor: Moorad Choudhry, Visiting Professor, Department of Economics, London Metropolitan University
Deadline 26 October 2012

The 2008 bank crash has resulted in newer and more onerous capital and liquidity regulations for banks, exemplified by the Basel III rules as well as changes in specific jurisdictions, such as Living Wills, Bail-In debt and the UK’s Independent Commission on Banking reforms which will "ring-fence" retail and investment banking. The end result will see lower returns and a change in the banking business model. What should we expect the main impact of changing regulation on bank funding, liquidity and capital arrangements to be? Will banks have to fundamentally revise their modes of operation?

The aim of the special issue is to provide a central platform and communication channel for researchers, academics, business leaders and industry practitioners to review current practice and discuss the impact of new regulations on funding and capital models, and provide recommendations on business best-practice going forward.

For further information please contact the Guest Editor
mooradc@hotmail.com

Journal of International Business Studies
‘The multifaceted role of language in international business: Unpacking the forms, functions and features of a critical challenge to MNC theory and performance’
Special Issue Editors: Mary Yoko Brannen, INSEAD, The University of Victoria, Rebecca Piekkari, Aalto University, School of Economics, formerly Helsinki School of Economics, and Susanne Tietze, Sheffield Hallam University
Deadline November 23, 2012 (tentative publication date: Spring 2014)

This special issue seeks interdisciplinary insights in order to generate genuinely innovative frames of reference for understanding the role of language in international business. Streams and sequences of decisions and resource commitments characterize the day-to-day activities of multinational companies (MNCs). Such decision-making activities encompass major strategic moves like internationalization and new market entries or diversification and acquisitions. In most companies, strategic decisions such as these are extensively discussed and debated. They are generally framed, formulated, and articulated in specialized language often developed by the best minds in the company. Yet, the language used in such deliberations and in detailing and enacting the implementation strategy is usually taken for granted and receives little if any explicit attention

The scope of this Special Issue
This Special Issue invites submissions that develop, discuss or apply interdisciplinary language-based approaches to IB phenomena in order to advance IB theory and research. The Special Issue is hoped to lead to an important re-examination of current IB models and frameworks and unravel the micro-processes through which MNCs, institutions and networks are created, maintained or disrupted. For example, themes may include understanding the effects of language on knowledge-sharing in MNCs or how knowledge residing in foreign subsidiaries is managed in linguistically constrained
environments. Challenges in regards to transferring explicit knowledge such as issues related to effectively translating standard operating procedures, processes, and polices as well as in transferring tacit knowledge that is deeply socialized and context specific, are of interest. Language considerations may also be one of the decisive factors in selecting an appropriate foreign operation mode to serve a target market or in making decisions about where to locate a shared service centre or a foreign production unit. For marketing and service companies, resources in the customer language – both in-house and external – may be instrumental in reaching out for foreign markets and providing high-quality services. In terms of staffing and international human resource management, language requirements may influence job performance and affect staff selection, opportunities for promotion as well as training and development. Bilingualism and the role of biculturals in global teams, cross-cultural communication, and innovation offer an increasingly relevant area of research.

We also invite submissions that treat language as a methodological question and a window into cultural meanings. Submissions that contribute to the field by offering novel linguistic approaches are also encouraged. These approaches could be derived from semiotics, evolutionary linguistics, socio-linguistics, neuro-linguistics, as well as from other non-linguistically based fields such as political sciences, psychology or artificial intelligence in order to shed light on constructs such as translation, intercultural communication, negotiation, as well as micro aspects of managing MNCs. Here, scholars are invited to redraw the intellectual reach of IB from a language perspective. We welcome papers that approach well-established IB phenomena through a language lens as well as those that make a contribution through interdisciplinary pollination.

Potential themes of interest to this Special Issue are included in the full call for submissions available on the Journal of International Business Website: http://www.palgrave-journals.com/jibs/index.html

mary-yoko.brannen@insead.edu
rebecca.piekkari@aalto.fi
S.Tietze@shu.ac.uk

Qualitative Research in Accounting & Management
‘Accounting for Public Governance’
Guest Editors: Giuseppe Grossi, Kristianstad University, Sweden, and Ileana Steccolini, Bocconi University, Italy

Deadline 1 December 2012 (Early submissions and communications with the guest editors are encouraged)

Public Governance has been heralded as the "new" post-NPM paradigm, emphasizing the need for governments and public sector entities to strengthen transparency, openness and participation, and to enhance their capacity to manage, steer and monitor contracts, partnerships and relationships with private and public sector entities, and to take part in public networks, all in the pursuit of the public interest. As a consequence, national and international reforms have been adopted based on the assumption that improving mechanisms of public governance and accountability will result in better public sector performance. These recent trends pose new, interesting challenges for accounting theory. First, the boundaries of public sector accounting and accountability need to be redefined and assessed to answer the need to "account for public governance". Second, new approaches, tools and techniques must be identified, designed, and tested. For example, new tools are needed for measuring and assessing the feasibility and performance of public networks, public-private partnerships, contracting out, and various types of collaborations. Moreover, accounting tools can play an important role in providing support in the collaboration and coordination among partners, as well as the participation of stakeholders/ citizens in decision making processes. Finally, the new techniques designed to meet the needs of accounting for public governance do not always appear to live up to expectations. Thus, the factors underlying the (un)success of reforms need to be identified.

This special issue welcomes both theoretical and empirical research papers that use qualitative research methods to focus on how accounting and accountability are being shaped by the new public governance paradigm and, in turn, contribute to shaping it.

giuseppe.grossi@hkr.se
ileana.steccolini@sdabocconi.it
The objective of the special issue is to present state-of-the-art research in the field of quantitative approaches and modeling in marketing. We welcome research papers with analytical, empirical and mathematical orientation as well as research papers focusing on techniques, methods and applications. A wide range of marketing domains will be covered in the special issue including consumer behavior, cross-cultural research, international marketing research, market analysis, and marketing mix decisions. Some possible research topics for the special issue include (but are not limited to) the following:

- New ways to measure consumer perceptions; modeling consumer preferences and consideration; determinants of consumer choice and loyalty; advertising and promotional budget allocation; optimal sales force allocation and territory alignment; role of social media in building marketing mix; retail store location and atmospherics in determining consumer selection of retail stores; predicting consumption of high technology products; meta-analysis of research on the effect of satisfaction on purchase intent; influence of social media and Internet advertising on sales and market share; cross-cultural differences in consumption of fast food; cross-cultural differences in effect of advertising and promotion on brand loyalty.

Please note that the research should have a quantitative orientation. Both theoretical and empirical papers are invited.

For further information, please contact the guest Editor

manraia@gmail.com

BOOK SHELF - Review

ISBN: 978-0-8264-8993-7 (paperback)

A quick glance through the British Journal of Management and the proceedings of BAM’s annual conference attests to the fact that management researchers are no strangers to inter-disciplinary research methods. For those interested particularly in adding to their repertoire of language-based research methods, Litosseliti’s (2010) Research Methods in Linguistics is a useful collection of ten contributions designed as a one-step resource for researchers and graduate students. Drawing together a set of ideas that is currently spread across the literature, Litosseliti’s aim is likewise cross-disciplinary in nature, encouraging readers to “reflect on the relationship between different paradigms” and to “explore new possibilities for interaction and cross-fertilization” (pg.5).

For non-linguists keen to identify a new way of researching management issues, this text offers an accessible means of identifying and selecting an appropriate method that can be applied to management research questions. The text is organised into three sections: 1) Issues; 2) Quantitative and Corpus Research Methods; and 3) Qualitative Research Methods. The first of these sections explores common concerns of researchers, including Sunderland’s examination of the value of articulating research questions and Angouri’s exploration of the benefits of mixed methods in workplace studies. While this section offers nothing new to management researchers, both draw on research beyond the discipline of linguistics, particularly work by Bryman, Denzil and Cresswell that sets their work in a similar context to management researchers.

The second set of chapters are contributions by Rasinger and Levon on quantitative research design and analysis and Baker’s review of corpus methods. Of these, Baker’s chapter is particularly of interest to management researchers. A corpus is a collection of electronically stored texts that can be analysed using computer software such as Wordsmith Tools and AntConc. This chapter clearly explains the key concepts of corpus analysis with examples of their application; key word frequencies, concordances which allow words to be viewed in their immediate context and collocations which identify significant co-occurrences of words. Researchers working on management communication, whether written, spoken or computer-mediated, will find corpora useful for identifying linguistic patterns in their data, and for exploring the social issues they underpin.

Copyright © 2012 British Academy of Management
The third and final group of chapters offers a range of qualitative research methods, including discourse analysis, linguistic ethnography, interviews and focus groups, multimodal analysis and narrative analysis. These chapters are particularly useful for cross-disciplinary research, and will offer further encouragement to management researchers already using language-based approaches such as narrative and discourse analysis. The term ‘discourse’ however has multiple uses and interpretations that can be the cause of confusion for newer researchers. In the first chapter of this section Baxter outlines the different uses of the term and reviews four key approaches to discourse analysis and the traditions from which they are derived; conversation analysis, discourse analysis, critical discourse analysis and feminist post-structuralist discourse analysis. Creese’s review of linguistic ethnography is an example of the combination of diverse research traditions, and is particularly suited to interdisciplinary research. Edley and Liosselliti’s chapter on interviews and focus groups provides a review of the arguments surrounding naturalistic and contrived data, and explores the constructivist view of interviewing methods. While this chapter provides a review of methods which are relatively under-utilised in linguistic research, it contains little that is new to management researchers already embedded in such methods. One of the strengths of the final two chapters, Bezemer and Jewitt’s review of key issues in Multimodal Analysis, and Gimenez’s chapter on narrative analysis, is that both provide step by step guidance to using the techniques. Multimodal analysis, an approach based on a social semiotic theory of communication, considers other meaning-making resources beyond language, including gaze, gesture and drawings. The chapter offers useful guidance on integrating accompanying video data into the analysis. Gimenez moves beyond traditional approaches which focus on the form and/or function of isolated narratives to offer a new framework for the critical analysis of narratives networks. Narrative networks, it is suggested, links narratives to the local and global social contexts in which they are produced and sheds light on the representational functions they serve in those contexts.

In this collection of contributions, Liosselliti achieves her stated aim of presenting an ‘up-to-date one-stop resource for researchers and graduate students’ (pg. 1). For researchers beyond the field of linguistics the text works as a demonstration of the portfolio of methods that can be adopted for researching management and organisational issues. While not always providing the detailed descriptions required for new researchers to employ these techniques, further readings are selected for each chapter. Language is central to researchers interested in exploring talk and interaction in organisations and markets, with some management researchers arguing that we need to take language more seriously in business and management research. As such, the language-based analytical methods covered in this text are likely to become increasingly valued in management research.

Beverley Hill
Lecturer in Management and Business Communication
Winchester Business School
University of Winchester
Beverley.Hill@winchester.ac.uk

FEEDBACK
If you have any comments, news or contributions you would like to make to The Researcher then please email the Newsletter Editor Gail Clarkson at g.clarkson@lubs.leeds.ac.uk

The deadline for submission to the next edition (Issue 10) is 20 July 2012