
Handbook of Qualitative Research Methods for International Business

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Contents

<i>List of Figures</i>	ix
<i>List of Tables</i>	x
<i>Contributors</i>	xi
<i>Acknowledgements</i>	xiv
Vignette: Observations from a Lifetime of Interviewing <i>Jean J. Boddewyn</i>	xvi
Foreword Peter J. Buckley	xvii
Vignette: Interviews: A Key Data Source in International Business Research <i>Arvind Parkhe</i>	xviii

PART I: TRENDS AND PROSPECTS IN INTERNATIONAL BUSINESS RESEARCH

Vignette: Theory is not Reality <i>Jan Johanson</i>	3
1 Qualitative Research Methods in International Business: The State of the Art <i>Rebecca Marschan-Piekkari and Catherine Welch</i>	5
2 Empirical Research in International Management: A Critique and Future Agenda <i>Richard B. Peterson</i>	25
3 Towards a Postcolonial Research Paradigm in International Business and Comparative Management <i>Robert Westwood</i>	56
4 Hermeneutic Methodology and International Business Research <i>Niels G. Noorderhaven</i>	84

PART II: CASE STUDY RESEARCH

Vignette: The Many Skills of the Case Researcher <i>Robert W. Scapens</i>	107
5 Designing and Conducting Case Studies in International Business Research <i>Pervez Ghauri</i>	109

6	The Architecture of Multiple Case Study Research in International Business <i>Pieter Pauwels and Paul Matthyssens</i>	125
7	The Role of Negative Personal Experiences in Cross-cultural Case Study Research: Failure or Opportunity? <i>Karen Grisar-Kassé</i>	144
8	First the Sugar, Then the Eggs ... Or the Other Way Round? Mixing Methods in International Business Research <i>Leila Hurmerinta-Peltomäki and Niina Nummela</i>	162
PART III: INTERVIEWING IN INTERNATIONAL BUSINESS RESEARCH		
	Vignette: Getting the Ear of the Minister <i>Henry Wai-chung Yeung</i>	183
9	Interview Studies in International Business Research <i>John D. Daniels and Mark V. Cannice</i>	185
10	Improvisation and Adaptation in International Business Research Interviews <i>Ian Wilkinson and Louise Young</i>	207
11	Language and Languages in Cross-cultural Interviewing <i>Rebecca Marschan-Piekkari and Cristina Reis</i>	224
12	Interviewing in the Multinational Corporation: Challenges of the Organisational Context <i>Rebecca Marschan-Piekkari, Catherine Welch, Heli Penttinen and Marja Tahvanainen</i>	244
13	The Interview in International Business Research: Problems We Would Rather Not Talk About <i>Stuart Macdonald and Bo Hellgren</i>	264
PART IV: ALTERNATIVE METHODS AND METHODOLOGIES		
	Vignette: Seeing and Experiencing Culture <i>Mary Yoko Brannen</i>	285
14	The Ethnographic International Business Researcher: Misfit or Trailblazer? <i>Malcolm Chapman, Hanna Gajewska-De Mattos and Christos Antoniou</i>	287
15	The Relevance of Ethnography to International Business Research <i>Diana Rosemary Sharpe</i>	306
16	Interpreting the International Firm: Going Beyond Interviews <i>Hans De Geer, Tommy Borglund and Magnus Frostenson</i>	324

17	Critical Discourse Analysis as a Methodology for International Business Studies <i>Eero Vaara and Janne Tienari</i>	342
PART V: RESEARCHING OUTSIDE THE TRIAD		
	Vignette: Eating Alone and Other Experiences <i>Russell Belk</i>	363
18	Contextualising Fieldwork: Reflections on Conducting Research in Eastern Europe <i>Snejina Michailova</i>	365
19	Conducting Qualitative Research in Vietnam: Ethnography, Grounded Theory and Case Study Research <i>Nancy K. Napier, Suzanne Hosley and Thang Van Nguyen</i>	384
20	The Role of Culture in Conducting Trustworthy and Credible Qualitative Business Research in China <i>Giana M. Eckhardt</i>	402
21	An Outsider in India <i>Elisabeth M. Wilson</i>	421
22	The Rhythms of Latin America: A Context and Guide for Qualitative Research <i>Victoria Jones</i>	439
PART VI: FROM ANALYSIS TO PUBLICATION		
	Vignette: Against Today's Fashion: Experiences from the 'Review Front' <i>Dirk Matten</i>	461
23	Ensuring Validity in Qualitative International Business Research <i>Poul Houman Andersen and Maria Anne Skaates</i>	464
24	Computer-assisted Qualitative Data Analysis: Application in an Export Study <i>Valerie J. Lindsay</i>	486
25	Writing About Methods in Qualitative Research: Towards a More Transparent Approach <i>Tatiana Zalan and Geoffrey Lewis</i>	507
26	'Writing It Up': The Challenges of Representation in Qualitative Research <i>Sara L. McGaughey</i>	529
27	Getting Published: The Last Great Hurdle? <i>Denice E. Welch and Lawrence S. Welch</i>	551
28	Publishing Qualitative Research in International Business <i>Julian Birkinshaw</i>	570

Vignette: Case Studies in Construction: Recollections of an Accidental Researcher <i>Stewart R. Clegg</i>	585
<i>Index</i>	589

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Handbook of Qualitative Research Methods in Marketing. Edited by. Russell W. Belk. This chapter traces the history of qualitative research methods in marketing. These methods include a variety of techniques such as personal interviewing (sometimes designated as "open-ended", "non-directive", "depth", "casual" etc.); group or focus group interviewing, projective techniques, participant observation, ethnography, case studies, photography and story telling. Also the analysis of data, however gathered and even if they include measurement, may be characterized as a method that is "interpretive", "subjective", "hermeneutic", "introspective" or "post-modern", indicating that it ... This book is not simply a handbook of qualitative research methods, though it well achieves this aim, it is also an important contribution towards the field of entrepreneurship research.' - From the Foreword by Sara Carter This expansive and practical Handbook introduces the methods currently used to increase the understanding of the usefulness and versatility of a systematic approach to qualitative research in entrepreneurship. Her research interests include micro processes of new business ventures, family businesses and different areas of strategic leadership. The idea of this Handbook of Qualitative Research Methods in Entrepreneurship first emerged in a discussion with Francine O'Sullivan from Edward Elgar in the spring of 2003. The SAGE Handbook of Qualitative Business and Management Research Methods provides a state-of-the-art overview of qualitative research methods in the business and management field. Bringing together a team of leading international researchers, the chapters offer a comprehensive overview of the history and traditions that underpin qualitative research in the field. The chapters in this volume have been arranged into four thematic parts: Part One: Influential Traditions underpinning qualitative research: positivism, interpretivism, pragmatism, constructionism, critical, poststructuralism, hermeneutics, postcolonialism, critical realism, mixed methods, grounded theory, feminist and indigenous approaches. RESEARCH METHODS FOR INTERNATIONAL BUSINESS The international business discipline of research has a ranging background from international economics, marketing, management, strategy, business enterprise, finance, accounting and a number of other business aspects, common to the national economy that has ever since evolved to the international platform as business has grown globally, drawing attention upon the four different international platforms: global, inter-national, trans-national and multi-national, (see section "Impact of an international platform on grounded theory"). However, recent advances over the last few decades have increased the use of qualitative research in international business.