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# RESEARCH METHODS



2014 NEW TITLES ■ SELECTED BACKLIST ■ EBOOKS

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## NEW

### How Concepts Solve Management Problems

Mike Metcalfe, University of South Australia

This book offers a process for conceiving solutions to complex, wicked, messy, swampy or socio-technical problems. When charged with complex problem solving, a useful set of concepts needs to emerge, be agreed, and acted upon. Using relevant examples and solution mapping, Mike Metcalfe explains how pragmatic philosophy can be used as a process for solving such issues.

To explain why and how to formulate reflective, pragmatic, or concept driven problem-solving, this book uses the concepts of:

- Pragmatic Inquiry
- Stakeholders' Concerns
- Idea Networking
- Solution Concepts
- Paradoxical Outcomes, and
- Intent (With Related Actions)

March 2014 c 224 pp Hardback 978 1 78347 107 2 c £70.00  
Elgaronline 978 1 78347 108 9

## NEW

### Teaching Entrepreneurship to Postgraduates

Colin Jones, University of Tasmania, Australia

*'As insightful as ever, Colin Jones provides a fresh perspective on entrepreneurship education as it relates to the specific needs of postgraduate students. The book includes many aspects that educators will find useful including insights into teaching philosophy, tactics for enhancing pedagogy and appreciation of context in educational practice. For those educators new to entrepreneurship education this is an essential read, while more established teachers can use the book to help reflect on their own experiences.'*

– Luke Pittaway, Ohio University, US

Dec 2013 c 168 pp Hardback 978 1 78100 474 6 c £65.00  
Elgaronline 978 1 78347 260 4

## KEY TITLE

### Handbook of Longitudinal Research Methods in Organisation and Business Studies

Edited by Melanie E. Hassett and  
Erikka Paavilainen-Mäntymäki, University of  
Turku, Finland

*'This is a very timely book that fills an important gap in the field of research methods. So far very little attention has been paid to longitudinal research methods, while the usefulness of this type of research has often been discussed in many papers and conferences. Insights provided by scholars who have been doing this type of research provide useful guidelines for anyone interested in research methods from senior scholars to young researchers and PhD candidates. This volume will serve as an excellent complement to the existing range of books on research methods.'*

– Pervez Ghauri, King's College London, UK

This innovative *Handbook* demonstrates that there is no single best approach to conducting longitudinal studies. At their best, longitudinal research designs yield rich, contextualised, multilevel and deep understanding of the studied phenomenon. The lack of resources in terms of time, funding and people can pose a serious challenge to conducting longitudinal research. This book tackles many of these challenges and discusses the role of longitudinal research programmes in overcoming such obstacles.

Contributors: L. Aarikka-Stenroos, E.A. Alfoldi, P. Dawson, P. Eriksson, A. Halinen, M.E. Hassett, R. Hoy, T.D. Little, T. Mainela, C. Mari, O. Meglio, M.-J. Oesterle, E. Paavilainen-Mäntymäki, Y. Ploudre, M. Rhemtulla, H.N. Richta, M.A. Sartor, J.P. Selig, T.W. Taris, Z. Vincze, C. Welch

2013 384 pp Hardback 978 0 85793 678 3 £140.00  
Elgaronline 978 0 85793 679 0

NEW

## Handbook of Research Methods and Applications in Entrepreneurship and Small Business

Edited by **Alan Carsrud**, Åbo Akademi University, Finland and **Malin Brännback**, Åbo Akademi University, Finland and Stockholm University School of Business, Sweden

A growing number of entrepreneurship and small business research scholars have recently voiced the need for expanding the methodological toolbox used. This *Handbook* on research methodology and philosophy focuses on topics often ignored in research methods by posing fundamental questions that every researcher should ask prior to engaging in research. It addresses issues including theory testing in entrepreneurship, determining whether progress in research has been made and making research both practical and theoretically important. From a quantitative perspective the *Handbook* examines experimental methods in small business research and the issues of scale development, control variables and language issues in cross-cultural research. From a qualitative perspective, the *Handbook* examines the potential role of ethnography as a model for entrepreneurship research as well as the relevance of qualitative approaches to entrepreneurship research. Finally, the work examines research on small business and entrepreneurship as an interactive, iterative process.

Contributors include: K. Berglund, B. Bird, M. Brännback, C.G. Brush, A. Carsrud, D. Deeds, L.F. Edelman, R.T. Harrison, B. Johannisson, T. Kenworthy, S. Lång, S. Latham, C.M. Leitch, T.S. Manolova, E. McMullen, M. Renko, L. Schjoedt, K.G. Shaver, S. Terjesen, C. Wigren

Feb 2014 c 240 pp Hardback 978 0 85793 504 5 c £110.00  
Elgaronline 978 0 85793 505 2

Handbooks of Research Methods and Applications series

NEW

## Handbook of Qualitative Research Techniques and Analysis in Entrepreneurship

Edited by **Helle Neergaard**, University of Aarhus, Denmark and **Claire Leitch**, Lancaster University Management School, UK

Contributors include: A. Anderson, A. Bøllingtoft, E. Chell, A. de Koning, S. Drakopoulou Dodd, M. Hannibal, R. Harrison, S. Jack, C. Leitch, E. McKeever, H. Neergaard, R. Newby, E. Shaw, R. Smith, S. Smith, G. Soutar, J. Watson

June 2014 c 448 pp Hardback 978 1 84980 986 3 c £135.00  
Elgaronline 978 1 84980 987 0

## Handbook of Research on Sport and Business

Edited by **Sten Söderman**, Stockholm University, Sweden and **Harald Dolles**, Molde University College, Norway and University of Gothenburg, Sweden

*'Söderman and Dolles have assembled an impressive array of researchers to address the nexus between sport and business. In their rich collection of research on sport business theory and practice Söderman and Dolles identify research themes from governance to branding, from sport events to sport systems, and from social media to fan identity, and they specifically reflect on the application of major theoretical concepts and key research methods. The authors' aim is to advance sport business research through critical reflection on topic selection, research design, data analysis and interpretation. Their unique approach encourages researchers, from novice to experienced, to embrace diverse theories and methods. The Handbook is recommended reading for those interested in advancing sport business research.'*

– Graham Cuskelly, Griffith University, Australia

Contributors: C. Anagnostopoulos, T.D. Andersson, A.-I. Balduck, N. Böhlke, A. Bourke, M. Buelens, S. Chadwick, T.B. Cornwell, V. De Bosscher, M. Desbordes, M. Dibben, H. Dolles, B. Frick, H. Gammelsæter, C. Gratton, A. Guala, S. Hamil, K.K. Haugen, B. Hellau, P. Hogan, H. Jansson, R.B. Johnson, M. Maes, N. O'Reilly, L. Robinson, A. Rudd, J. Santomier, T. Schlesinger, B. Senaux, S. Shibli, E.A. Skille, A.C.T. Smith, S. Söderman, H.A. Solberg, B. Stewart, T. Ströbel, J. Truyens, D.M. Turco, M. van Bottenburg, G. Walters, M. Winand, H. Woratschek, T. Zintz

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NEW

## Research Companion to Ethical Behavior in Organizations

Constructs and Measures

Edited by **Bradley Agle**, **David W. Hart** and **Jeffrey Thompson**, Brigham Young University, US

Compiling empirical work from management and social science disciplines, the *Research Companion to Ethical Behavior in Organizations* provides an entry point for academic researchers and compliance officers interested in measuring the moral dimensions of individuals. Accessible to newcomers but geared toward academics, the *Research Companion* catalogs the varied and nuanced constructs used in behavioral ethics, such as 'moral awareness', 'ethical fading', 'moral judgment', 'moral courage', and 'ethical leadership'. The authors then describe both prominent and hard-to-find measures that assess those constructs. With its cross-disciplinary focus and expert commentary, the *Research Companion* brings essential studies into one volume, creating a resource that promises to enhance the burgeoning field of behavioral ethics.

July 2014 c 400 pp Hardback 978 1 78254 746 4 c £125.00  
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NEW

## How to Get Published in the Best Entrepreneurship Journals

A Guide to Steer Your Academic Career

Edited by **Alain Fayolle**, EMLYON Business School, France and **Mike Wright**, Imperial College London, UK and University of Ghent, Belgium

*'The wisdom and guidance provided by this stellar group of authors will be invaluable to scholars, especially those seeking to publish entrepreneurship research in top journals. The diversity of content is also exciting, for example, the inclusion of publication ethics and how to publish cases. Hopefully, this will become a much-used resource and help to reduce current high desk reject rates.'*

– D. Ray Bagby, Entrepreneurship Theory and Practice

Jan 2014 c 320 pp Hardback 978 1 78254 061 8 c £85.00  
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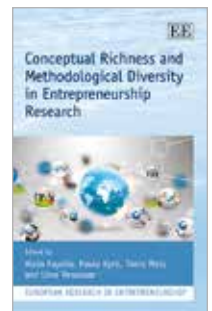
## Conceptual Richness and Methodological Diversity in Entrepreneurship Research

Edited by **Alain Fayolle**, EMLYON Business School, France, **Paula Kyrö**, Aalto University School of Business, Finland, **Tõnis Mets**, Tartu University and **Urve Venesaar**, Tallinn University of Technology, Estonia

*'I can confidently say that I believe the chapters published in this volume are addressing interesting questions that we should care about. I can only applaud the series editors for their initiative, effort and time in producing yet another exceptional volume.'*

– Helle Neergaard, Aarhus University, Denmark

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European Research in Entrepreneurship series



## Learning and Knowing in Practice-based Studies

**Silvia Gherardi**, University of Trento and **Antonio Strati**, University of Trento, Italy and PREG-CRG (Ecole Polytechnique) of Paris, France

*'A superb body of seminal scholarship. . . Informed and informative, thoughtful and thought-provoking, Learning and Knowing in Practice-based Studies is a highly recommended addition to academic library reference collections and practice-based studies supplemental reading lists.'*

– The Midwest Book Review

2012 264 pp Hardback 978 0 85793 854 1 £75.00

## KEY TITLE

## NEW IN PAPERBACK

**How to Conduct a Practice-based Study**

Problems and Methods

Silvia Gherardi, University of Trento, Italy

*'The variety of approaches that claim to constitute practice-based research are several and varied. Silvia Gherardi cuts through the various approaches to address practice-based research as itself a practice in an invaluable guide for organization and management researchers. Written in a characteristically accessible style, this volume is an indispensable guide.'*

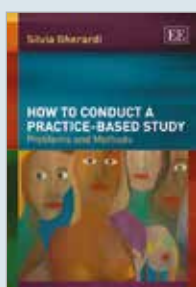
– Stewart Clegg, University of Technology Business School, Sydney, Australia

The practice-based approach to the study of work and organizing has been widely adopted in recent years, yet its theoretical and methodological systematization has only just begun. Silvia Gherardi expertly provides an overview on the topics and issues addressed by practice-based studies. By means of a series of examples drawn from the best-known analyses using this approach, the book provides methodological guidance on how to conduct empirical research on practices, and how to interpret them from three perspectives: practices 'from outside' practices 'from inside', and the social effects produced by practices.

2012 256 pp Hardback 978 0 85793 337 9 £65.00

Nov 2013 Paperback 978 1 78195 164 4 c £25.00

Elgaronline 978 0 85793 338 6

**Handbook of Research Methods on Trust**

Edited by **Fergus Lyon**, Middlesex University Business School, UK, **Guido Möllering**, Jacobs University Bremen, Germany and **Mark N.K. Saunders**, University of Surrey, UK

The *Handbook of Research Methods on Trust* provides an authoritative in-depth consideration of quantitative and qualitative methods for empirical study of trust in the social sciences.

As this topic has matured, a growing number of practical approaches and techniques has been utilised across the broad, multidisciplinary community of trust research, providing both insights and challenges. This unique *Handbook* draws together a wealth of research methods knowledge gained by trust researchers into one essential volume. The contributors examine different methodological issues and particular methods, as well as share their experiences of what works, what does not work, challenges and innovations.

Contributors: N. Alex, M.J. Ashleigh, R. Bachmann, D. Barrera, K.M. Bijlsma-Frankema, M.C. Blich, B.F. Blumberg, G. Breeman, C. Brinsfield, C. Burns, V. Buskens, J.S. Carroll, S.M. Conchie, D.L. Ferrin, N. Gillespie, C. Goodall, J.C. Kohles, R.M. Kramer, T.M. Kühlmann, R.J. Lewicki, F. Lyon, E. Meyer, G. Möllering, M. Muethel, R. Münscher, B. Nooteboom, J.M. Peiró, A. Pentland, R.L. Priem, W. Raub, R.A. Roe, D.M. Rousseau, M.N.K. Saunders, R.H. Searle, M. Tillmar, E.M. Uslaner, B. Waber, A.A. Weibel, F. Welter, M. Williams

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## FORTHCOMING NEW SERIES

**Handbooks of Research Methods in Management series**

Series editor: **Mark N. K. Saunders**, University of Surrey, UK

This major new series will provide the starting point for new PhD students in business and management and related social science disciplines. Each *Handbook* will give definitive overviews of research methods appropriate for particular subjects within management. The series aims to produce prestigious high quality works of lasting significance, shedding light on quantitative, qualitative and mixed research methods. Each *Handbook* consists of original contributions by leading authorities, selected by an editor who is recognised as an international leader in the field. International in scope, these *Handbooks* will be an invaluable guide to students embarking on a research degree and to researchers moving into a new subject area.

**Branded Lives**

The Production and Consumption of Meaning at Work

Edited by **Matthew J. Brannan**, Elizabeth Parsons, Keele University and **Vincenza Priola**, Aston University, UK

*'Branded Lives explodes the myth that a brand must, or even can stand for one unified, easily communicated message. While warning of the dangers of managing to preserve this myth, the book also celebrates the plurality of brand meanings generated by those employed to serve both the brand and the customer. I recommend reading this book in its entirety. If you are like me, your reading will bring a refreshing fullness to the experience of brands and branding and many new insights.'*

– Mary Jo Hatch, University of Virginia, US

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**Cross-Cultural Management in Practice**

Culture and Negotiated Meanings

Edited by **Henriett Primecz**, Corvinus University of Budapest, Hungary, **Laurence Romani**, Stockholm School of Economics, Sweden and **Sonja Sackmann**, University of Bw Munich, Germany

*'This is a unique, alternative view of culture that has both practical and theoretical significance. The creative analysis of cases from around the world moves the field beyond the sophisticated stereotyping that can result from relying solely on cultural value dimensions to decode interactions. The cases address significant cross-cultural issues, providing useful lessons and richer perspectives on culture.'*

– Joyce Osland, San José State University, US

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**Handbook of Research Methods on Social Entrepreneurship**

Edited by **Richard Seymour**, The University of Sydney Business School, Australia

Defining 'social entrepreneurship' has in the past proved problematic, and debate continues concerning what it does and does not entail and encompass. This unique book frames the debates surrounding the phenomenon and argues that many of the difficulties relating to the study of social entrepreneurship are rooted in methodological issues. Highlighting these issues, the book sets out ideas and implications for researchers using alternative methodologies.

Contributors: M. Bachmann, S. D'Alessandro, K. Kumar, A.F. McKenny, J. Ormiston, J. Ruskin, F. Salignac, R.G. Seymour, J.C. Short, C. Steyaert, M. Tasker, G. Tyge Payne, C. Webster, L. Westberg, H. Winzar

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An Annotated Bibliography

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*'If I had been asked to suggest the currently most-needed editorial endeavor for advancing family business studies, I would have answered with no hesitation: an up-to-date annotated bibliography. The field's growth over the past 15 years has been so intense, that even experts who devote most of their research efforts to family business – not to mention younger scholars approaching the field – will significantly benefit from De Massis, Sharma, Chua, and Chrisman's indispensable work.'*

– Carlo Salvato, Bocconi University, Italy and Associate Editor, *Family Business Review*

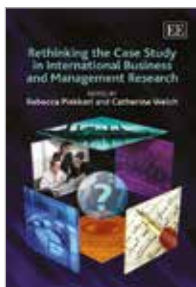
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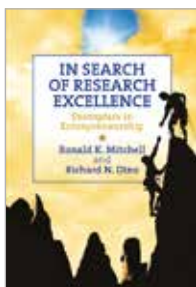
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