

## **EJBRM SPECIAL ISSUE ECRM 2013**

Editor: Ann Brown

Guest Reviewers: Martin Rich, Cathi McMullen, Marie Ashwin and Angela Benson

### **Editorial to the conference issue**

Books on research methods are an important resource for all business researchers. As new methods develop, we as researchers need to have up to date information on how and why to apply these methods. As existing methods are applied in ever more unusual situations, the limits and power of methods becomes ever clearer. A book on the subject is an effective way to learn about these developments in the detail required for a serious researcher. However the range and numbers of new books that are published each year leaves us all with hard choices of selection. Hence the journal is starting a new section on book reviews, which we hope will aid researchers in this choice. The first review is included in this issue.

### **The conference papers**

The subject of research methods in business is showing an extra-ordinary level of activity and innovation and this conference (the 12<sup>th</sup> European Conference on Research Methods in Business and Management) reflected this. These papers dealt with the problems facing management researchers in a variety of ways. Many Papers offer help in applying new approaches such as Narrative methods .

The final selection of papers was made by the editor of the Journal, who is grateful for the help provided by the guest reviewers. The papers selected were chosen for their quality of writing, their relevance to the Journal's objective of publishing papers that offer new insights or practical help in the application of research methods in business research.

### **The chosen Papers**

The first paper (Cameron, Dwyer, Richardson, Ahmed and Sukumaran) offers an intriguing lesson in self evaluation. It offers an excellent example of how to apply mixed methods to a practical case but the core of the paper is the systematic application of a framework (GRAMMS) to evaluate the quality of the work carried out so far.

The next two papers deal with a method that has a long history in other disciplines but is a relative newcomer to business research – narrative method. One (McMullen Cathi and Ian Braithwaite) gives an excellent introduction to the method illustrating by application to a case. The second paper ( Eaves and Walton) deals with a more complex situation and makes the case for the value of the narrative method in such situations. The paper introduces a structured method for applying the method -

STRIKE - *Structured Interpretation of the Knowledge Environment*. It presents a case example and compares the findings from STRIKE favourably with those found with focus groups. This is a paper for more experienced researchers who wish to consider using the narrative method.

The paper by Lionel Tractenberg introduces an unusual topic – a method for developing a meta synthesis of many studies when the research method adopted for these studies is qualitative. This is a well worked over area for positivist quantitative research work but there is much less guidance available on how to combine the results of interpretivist research carried out a specific problem/subject. The last paper addresses an issue of great importance to the individual researcher –the value of keeping a personal research journal (David Lamb).

### **Book Review**

Gibson B and J Hartman, (2014), *Rediscovering Grounded Theory*, Sage, London