

EJBRM Volume 12 Issue 1, 2014

July 2014

Ann Brown

This issue has six papers of which the first three address important issues encountered in developing quantitative models (Niemelä-Nyrhinen, Leskinen and Gupta), the fourth (Wright and Ogbuehi) assesses the strengths and weaknesses of the three main data collection methods used in obtaining the views of current adolescents (generation Z), the fifth offers a detailed description of a complex example of multiple case study analysis (Vohra) and the last (Løkke and Sørensen) makes a strong case for the potential value of theory testing using case studies.

Niemelä-Nyrhinen and Leskinen are concerned with the apparent weakness of some marketing models developed using Structural equation modelling methods (SEM), which in their view fail to consider the potential effects of multicollinearity on these models. They develop a way to mitigate the effects of multicollinearity on such models.

Bjorn assesses the effects of using standard statistical tests on ordinal data created on a Likert scale. This is an important issue for many researchers, as Likert scales are used in a wide range of subjects and disciplines. The paper focuses on the potential effects of using these tests when one of the assumptions required for the tests (developed for interval data) are breached. The factor analysed is the effect of non equistant values (the distance between the Likert scale ranks proves to vary significantly over the range of the scale).

Saurabh Gupta details approaches using Structural Equation Modelling (SEM) that can be used to analyse experimental research designs, and illustrates the technique by re-analysing data from a previous IS research study

The fourth paper by Wright and Ogbuehi offers a valuable guide to any researcher with adolescents as their subjects. They compare the three main methods (paper survey, electronic questionnaire and face to face interviews) of eliciting information from adolescents of generation Z to find out which produces the most accurate and robust information.

The fifth paper by Vohra demonstrates the application of a multiple case study design, combined with mixed methods, to the complex question of business leadership. It offers a valuable guide to generating and analyzing an extra-ordinary range of data - both qualitative and quantitative. The analysis step of case study research and especially the synthesis of the results for multiple cases is always a challenge and this paper gives an insight into one successful approach.

The last paper by Løkke and Sørensen returns to the contentious subject of case study research methods. The authors differentiate sharply between theory testing and theory building and focus on the strengths of the case study approach for theory testing.

