

EJBRM

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Editor: Ann Brown

Guest Reviewers: Frank Bezzina with Vincent Cassar, Marie Ashwin with Martin Rich

Editorial to the conference issue

The subject of research methods in business continues to exhibit an extra-ordinary level of activity and innovation, and this conference (the 14th European Conference on Research Methods in Business and Management) reflected this. The current issues that tend to dominate the conference and it's minitracks are - mixed methods (this year with a special issue of it's own); teaching research methods; developments in more standard quantitative methods and a wide range of ideas on the interpretation of qualitative data.

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 which offer new insights or practical help in the application of research methods in business research.

The chosen Papers

The minitrack on teaching research methods has been of increasing importance at the last few conferences both in terms of quality and numbers of papers contributed. We include two papers on this topic. Caroline Stockman reviews the special challenges of mixed methods research methodology for the novice researcher – usually a PhD student. She explains, in detail, an impressive range of challenges raised by choosing this research methodology and discusses how the existing support systems for PhD students can be used to help in handling these special problems. Martin Rich makes a strong case for using reflective logs to develop a variation on the standard structure of UG student dissertations. He draws on the experience of a group of management students using reflective logs for their project when working alongside an organisation on a practical task. This enables students to combine the theoretical (reflective log) with the practical (the consultancy project).

The third paper by Karen Finlay-Gough presents a case study investigating the influence that décor elements of gambling environments can exert on gambling behavior. The research methodology is based on scales measuring a variety of factors such as ARGIS (at risk gambling intentions) and REST (replenishment of attention mechanisms). The research methodology problem addressed by this paper is the analysis of the large number of possible combinations of conditions and responses. The approach taken is to develop and report on three types of studies which were designed to provide converging evidence of the emotion and gambling behaviour that are induced by casino settings. The

first method – the conjoint study is perhaps the one, least familiar to researchers, but it is the combination of the three approaches that will probably be of greatest interest.

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