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Editorial by the Editor: Ann Brown

This issue has one invited paper on an issue of great importance to business researchers – developing conference papers into publishable journal papers.

Les Worrall draws on his wide ranging and long experience in academia to offer some excellent advice on how to convert a conference paper to a published journal paper.

The remaining five research papers introduce an extra-ordinary range of subjects and approaches -

- An innovative new method for analyzing a range of types of qualitative data from diverse sources (Ehsan Soltanifar and Manochehr Ansari)
- Conceptualization as a technique for clarifying quantitative research aims and the adoption of appropriate analytical methods (David Onen)
- A critical assessment of the potential value of mixed methods for a case in IS research, drawing on the ideas of Phenomenological Constructivism (Fenio Annansingh and Kerry Howell)
- A warning to all researchers about the dangers presented by the new group of journals developing online (Dan Remenyi and Shawren Singh)
- A case example showing the importance of taking account of culture when administering surveys. (Chanchai Phonthanukitithaworn and Carmine Sellitto)

Ehsan Soltanifar and Manochehr Ansari present an impressive tool (called matrix-collage) to handle the problem of analysing a large amount of qualitative data from multiple sources of relevance to several types of issues with clashing aims (ie social geographic problems not focused on one objective but taking account of several). Moreover they illustrate their ideas through the description of a successful application of the method to a challenging project on socioeconomic planning in Southeastern Iran.

Davin Onen’s driving theme is his experience of poor application of key research concepts in quantitative research projects. He seeks to establish the problems raised by mis-conceptualization and how the researcher can avoid these through proper conceptualization.

The paper by Fenio Annansingh and Kerry Howell introduces a case study using the mixed method approach for exploring developers’, customers’ and users’ perspectives and perceptions of risk exposure in 3D photographic databases and their use. The authors draw on the phenomenological constructivist world view to make the case for the methodological richness of this research method.

The extra-ordinary proliferation of new academic journals spawned by the web is the subject of Dan Remenyi and Shawren Singh's paper. They give us an in depth review of all the pitfalls that we as academics face when negotiating with these new publishing outlets.

Chanchai Phonthanukitithaworn and Carmine Sellitto offer their reflections on an Intercept survey that they carried out in Thailand. The paper illustrates the importance of taking account of national culture, at both the initial survey translation stage and later when collecting data in the field.