

Editorial for EJBRM Volume 15 Issue 2

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Editorial by the Editor: Ann Brown

All the papers in this issue of EJBRM demonstrate that it is not just the research question that determines the choice of research method, but the context also exerts a major impact. Five papers introduce exciting and unusual ideas on research methods. Each has been designed to meet the demands of a specific research question in an unusual context (Vallack (2017); Wardale and Lord (2017); Mountford and Kessie (2017); Nzembayie (2017); van de Berg and Struwig (2017). The remaining two papers consider well known research methods but with differing objectives. Carmichael and Cunningham (2017) offer detailed guidance on the application of one variant of grounded theory and the other Strasser (2017) develops a taxonomy for the extraordinary range of variants of the Delphi Method that has been applied in Information Systems Research.

The paper by Vallack proposes a research method that can be used to develop the insights to be gained from an arts performance, into a robust, credible research result. A special issue on this subject (the Intuitive Researcher) is in preparation for the next issue of this journal.

We are all influenced by the spaces we inhabit, often in ways we do not consciously understand. Wardale and Lord present a research method, based on psychogeography, which is designed to capture and articulate these perceptions.

Evolving networks are the concern of Mountford and Kessie. They believe that to understand the working of an existing a network, we need to have researched the way it developed over time as a 'whole network'. This poses a level of complexity that cannot be handled by traditional methods. Their paper explains how a combination of existing research methods can be used to work effectively with the whole network.

Nzembayie is working on the entrepreneurial process and proposes the use of Insider Action Research (IAR) as a promising method for researching the digital entrepreneurship process. The paper explains how this differs from Action research and why it is particularly appropriate in entrepreneurship studies.

According to Van de Berg and Struwig, Consensual Qualitative Research (CQR) can add value to the application of qualitative research methods through rigorous, structured research design. Analysis of qualitative data presents a challenge to most researchers. This method offers a step by step approach to data analysis based on achieving a consensus among the research team members. Hence it is appropriate for larger projects that involve more than one researcher. The authors consider it particularly relevant for management research and illustrate their ideas with an application to a research project on the policy on social media in managing reputation among South African Higher education Institutes.

The paper by Carmichael and Cunningham, on applying constructivist grounded theory, gives an impressive assessment of the various arguments in the literature about the decisions involved in applying this method. The paper focus is to obtain methodological insights into this research method through it's application in their recent case work. This work sought to develop a theory of the coaching process based on research into the coaching experience of business executives. The case is explained in some detail with a wealth of insightful comments on what worked well in their research approach.

The Delphi method has a long and respected history as a technique for combining the knowledge of a group experts to produce results better than the sum of the individual contributions. Strasser reviews the main (thirteen) variants that have been used in IS research and develops a taxonomy for them. Researchers can use the taxonomy to help guide them on the decisions to be made when designing an application of this technique.

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