

# Editorial for EJBRM Volume 16 Issue 1

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Editorial by the Editor: Ann Brown

This issue has four research papers, all of which offer exciting new ideas for applying business research methods. Two papers address concerns about the application of indices and surveys (quantitative methods) and the remaining two develop new ways of extending the widely applied qualitative methods of focus groups and case study.

## Indices and surveys

- David B. Thornblad , Hanko K. Zeitzmann and Kevin D. Carlson focus on a specific problem of the application of index measures in cases where the denominator can become negative. It makes recommendations as to the use of alternate measures not affected by these index variables (commonly referred to as ratios).
- E-surveying is becoming an important new practical and cost effective tool in collecting data. Questions about how respondents deal with such surveys have until recently been difficult to answer. This paper uses the software tools of data analytics to examine the survey response process in a public procurement context. It does so using data obtained from 4747 suppliers that responded to a survey on public sector tendering (Anthony Flynn).

## Focus groups and Case study

- Mohanad Halaweh presents a new original qualitative research method called the Discount Focus Subgroup (DFSG) method, which originated in and was developed from information systems research. This paper gives an in depth review of focus group methods and offers a modification to the original method which both streamlines the process and capture the participants views more effectively
- DCs (Developmental Charities) have unique problems and situations. This paper reflects on a novel case-study approach used to demonstrate the added value of constructed analyses from data provided by key informants in the construction of case studies for Oxfam GB, Water Aid, Christian Aid, Amnesty International and Action Aid. The approach uses unusual methods to capture the responses of many of the various stakeholders involved in the charities' work (Stanley Mukasa and Terry Warburton).