

# METHODS TO IMPROVE OUR FIELD

# RESEARCH METHODOLOGY IN STRATEGY AND MANAGEMENT

## PREVIOUSLY PUBLISHED VOLUMES

- Volume 1: Research Methodology in Strategy and Management, 2004
- Volume 2: Research Methodology in Strategy and Management, 2005
- Volume 3: Research Methodology in Strategy and Management, 2006
- Volume 4: Research Methodology in Strategy and Management, 2007
- Volume 5: Research Methodology in Strategy and Management, 2008
- Volume 6: Building Methodological Bridge, 2011
- Volume 7: West Meets East: Toward Methodological Exchange, 2012
- Volume 8: West Meets East: Building Theoretical Bridges, 2012
- Volume 9: Social Entrepreneurship and Research Methods, 2014
- Volume 10: Advancing Research Methodology in the African Context: Techniques, Methods, and Designs, 2014
- Volume 11: Standing on the Shoulders of Giants, 2019
- Volume 12: Advancing Methodological Thought and Practice, 2020
- Volume 13: Research in Times of Crisis: Research Methods in the Time of COVID-19

RESEARCH METHODOLOGY IN STRATEGY AND  
MANAGEMENT VOLUME 14

# METHODS TO IMPROVE OUR FIELD

EDITED BY

**AARON D. HILL**

*University of Florida, USA*

**AARON F. MCKENNY**

*Indiana University, USA*

**PAULA O'KANE**

*University of Otago, New Zealand*

And

**SOTIRIOS PAROUTIS**

*University of Warwick, UK*



United Kingdom – North America – Japan  
India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2023

Editorial matter and selection © 2023 Aaron D. Hill, Aaron F. McKenny, Paula O’Kane and Sotirios Paroutis.

Published under exclusive licence by Emerald Publishing Limited.

Individual chapters © 2023 by Emerald Publishing Limited.

### **Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters’ suitability and application and disclaims any warranties, express or implied, to their use.

### **British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-80455-365-7 (Print)

ISBN: 978-1-80455-364-0 (Online)

ISBN: 978-1-80455-366-4 (Epub)

ISSN: 1479-8387 (Series)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# CONTENTS

<i>About the Editors</i>	vii
<i>About the Contributors</i>	ix
<b>Introduction to Methods to Improve Our Field</b>	1
<i>Aaron D. Hill, Aaron F. McKenny, Paula O’Kane and Sotirios Paroutis</i>	
<b>Reimagining Secondary Data in a Digital Age</b>	5
<i>Katrina Pritchard</i>	
<b>Insights From the Application of Interpretative Phenomenological Analysis in Management Research</b>	23
<i>Yulia Taylor, Fiona Edgar and André M. Everett</i>	
<b>Synthesizing Best Practices for Conducting Dictionary-Based Computerized Text Analysis Research</b>	43
<i>Shane W. Reid, Aaron F. McKenny and Jeremy C. Short</i>	
<b>Using Mixed-Effect Growth Models to Examine Time as a Predictor of Interest and Between-Firm Differences Over Time</b>	79
<i>Donald J. Schepker and Paul D. Bliese</i>	
<b>Garbage in, Garbage out: A Theory-Driven Approach to Improve Data Handling in Supervised Machine Learning</b>	101
<i>Steven J. Hyde, Eric Bachura and Joseph S. Harrison</i>	
<b>Artificial Intelligence and the Operationalization of Psychological Constructs: The Case of Emotions and Emotional Authenticity of Entrepreneurs During Pitch Presentations</b>	133
<i>Andreas Schwab, Yanjinkham Shuumarjav, Jake B. Telkamp and Jose R. Beltran</i>	

**PechaKucha-Based Participatory Video for Organizational  
Research**

157

*Timothy M. Madden, Laura T. Madden and Anne D. Smith*

## ABOUT THE EDITORS

**Aaron D. Hill** is an Associate Professor in the Warrington College of Business at the University of Florida (USA). His methodological research has focused on unobtrusive measurement of psychological constructs in hard-to-access subject pools such as executives as well as in ways to bridge macro and micro approaches such as in addressing endogeneity. He has previously published in *Research Methodology in Strategy and Management*, as well as in leading journals in our field such as the *Academy of Management Journal*, *Journal of Management*, and *Strategic Management Journal*, among others.

**Aaron F. McKenny** is an Assistant Professor of Management and Entrepreneurship at the Kelley School of Business, Indiana University, and was the recipient of the 2020 *Sage Publications/RMD Lawrence R. James Early Career Award* from the Academy of Management Research Methods Division. His methods research emphasizes the dissemination and advancement of content analysis in organizational research and has been published in journals such as *Organizational Research Methods*, *Journal of Applied Psychology*, *Journal of Management*, *Annual Review of Organizational Psychology and Organizational Behavior*, *Research Methods in Strategy and Management*, and *Family Business Review*. He is a coeditor of the *Research Methodology in Strategy and Management Series* and sits on the review boards of *Academy of Management Review*, *Organizational Research Methods*, *Journal of Management*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, and *Family Business Review*.

**Paula O’Kane** is a Senior Lecturer in Human Resource Management at the University of Otago, Dunedin (New Zealand). She has expertise in interpretative qualitative research across a range of areas including performance management, social media, and the future of work. She has extensive expertise in Computer Aided Qualitative Data Analysis and has published in *Research Methodology in Strategy and Management*, as well as *Organizational Research Methods*, *Human Resource Management Journal*, and *Studies in Higher Education*, among others.

**Sotirios Paroutis** is a Professor of Strategic Management at the Warwick Business School (United Kingdom). He primarily uses qualitative methods to study the practices and processes organizational actors employ when dealing with strategic tensions. His work has been published in *Research Methodology in Strategy and Management*, *Strategic Management Journal*, *Organization Studies*, and *Long Range Planning*, among others.

This page intentionally left blank



## ABOUT THE CONTRIBUTORS

**Eric Bachura** is an Assistant Professor at the University of Texas at San Antonio. At UTSA he serves as the Director for the Business Analytics Research Hub and teaches programming, data analytics, and machine learning courses. Eric's research interests include psychology, machine learning, information theory, and cybersecurity. His publications can be found in the *Journal of Applied Psychology*, *IEEE*, and *MISQ*.

**Jose R. Beltran** is a PhD candidate in Organizational Behavior at Iowa State University. His research focuses on strategic leadership, bibliometric research methods, and performance.

**Paul D. Bliese** is the Jeff B. Bates Chaired Professor in the Department of Management at the Darla Moore School of Business at the University of South Carolina. He received a PhD from Texas Tech University and a BA from Texas Lutheran University. After graduate school, he worked for 22 years at the Walter Reed Army Institute of Research and retired as a Colonel. Throughout his career, Dr Bliese has led efforts to use statistical methods to answer complex organizational problems and advance theory and practice. He developed and maintains the multilevel package for R and has been influential in supporting the R community. He was as Associate Editor for the *Journal of Applied Psychology* from 2010 to 2017, and served as the Editor in Chief for *Organizational Research Methods* from 2017 to 2021.

**Fiona Edgar (PhD)** is an Associate Professor in the Department of Management, at the University of Otago, Dunedin, New Zealand, where she teaches Strategic Human Resource Management. Her current research interests include HRM and, in particular, its impacts on employees in the workplace, as well as the relationship between HRM and organizational performance.

**André M. Everett** retired as Professor of International Management at the University of Otago, New Zealand. He holds a PhD in Artificial Intelligence (University of Nebraska-Lincoln) with over three decades of experience in international, strategic, and operations management. His research focused on knowledge management, internationalization of management philosophies, and cultural influences in international business (with particular interest in expatriates and migrants). He has been an Adjunct Professor at Huazhong University of Science and Technology in Wuhan, China, and Visiting Professor at the University of Innsbruck, ESCEM Poitiers, The Technion, and Pontificia Universidad Católica in Santiago de Chile.

**Joseph S. Harrison** is an Assistant Professor of Strategy in the Neeley School of Business at Texas Christian University. He received his PhD in Strategic Management from Texas A&M University. His research is focused on behavioral aspects of strategic leaders and using content analytic techniques such as machine learning and natural language processing to understand organizational phenomena. His work has been published in the *Academy of Management Journal*, *Academy of Management Review*, and *Strategic Management Journal*, among others. His greatest passions include God, family, teaching, and college football.

**Steven J. Hyde** is an Assistant Professor at Boise State University. He received his PhD at the University of Texas San Antonio in Management. His research focuses on machine learning, financial analysts, CEO deception, and motivation. His work can be found in the *Journal of Applied Psychology* and the *Journal of Economic Organization and Behaviour*. He enjoys spending time with his family, working on his family ranch, and rock climbing.

**Laura T. Madden (PhD, University of Tennessee – Knoxville)** is an Associate Professor of Management at East Carolina University. Her research interests include organizational compassion, positive organizational scholarship, and firm survival. Her research has been published in the *Academy of Management Review*, *Organizational Research Methods*, *Personnel Review*, and *Journal of Vocational Behavior*.

**Timothy M. Madden (PhD, University of Tennessee – Knoxville)** is an Associate Professor of Management at East Carolina University. His research interests include qualitative research methods, management education, and strategic management. His research has been published in the *Academy of Management Review*, *Organizational Research Methods*, *Journal of Management Education*, and *Journal of Business Ethics*.

**Aaron F. McKenny** is an Assistant Professor of Management and Entrepreneurship at the Kelley School of Business, Indiana University and was the recipient of the 2020 *Sage Publications/RMD Lawrence R. James Early Career Award* from the Academy of Management Research Methods Division. His methods research emphasizes the dissemination and advancement of content analysis in organizational research and has been published in journals such as *Organizational Research Methods*, *Journal of Applied Psychology*, *Journal of Management*, *Annual Review of Organizational Psychology and Organizational Behavior*, *Research Methods in Strategy and Management*, and *Family Business Review*. He is a coeditor of the *Research Methodology in Strategy and Management* series and sits on the review boards of *Academy of Management Review*, *Organizational Research Methods*, *Journal of Management*, *Journal of Business Venturing*, *Entrepreneurship Theory and Practice*, and *Family Business Review*.

**Katrina Pritchard** is a qualitative researcher who embraces methodological diversity and innovation. She has published widely on topics ranging from digital ethics, ethnography, and visual studies to multi-method research, drawing on her

research in organization studies across the topics of identity, diversity, and technology use at work. With Rebecca Whiting, she recently authored 'Collecting Qualitative Data using Digital Methods' (2020, Sage Publications) and, with Gillian Symon and Christine Hine, edited 'Research Methods for Digital Work and Organization: Investigating distributed, multi-modal and mobile work' (2021, Oxford University Press). Katrina is a Professor in the School of Management, Swansea University, and a member of the editorial boards of both *Work, Employment & Society* and *Journal of Occupational and Organizational Psychology*.

**Shane W. Reid** is an Assistant Professor of Entrepreneurship in the E.J. Ourso College of Business at Louisiana State University. His research spans a diverse array of entrepreneurial contexts and processes including resource acquisition and crowdfunding, social venture capital, entrepreneurial leadership, family business, and mental health and well-being. Shane often leverages current state best practices in computer-aided content analysis and champions the continued development and advancement of the method in organizational research and beyond. His work has been published in leading journals such as *Entrepreneurship Theory and Practice*, *Annual Review of Organizational Psychology and Organizational Behavior*, *Leadership Quarterly*, *Journal of Business Venturing Insights*, and *Family Business Review*, among others.

**Donald J. "DJ" Schepker** is an Associate Professor of Strategic Management in the Darla Moore School of Business at the University of South Carolina, USA. He received a PhD from the University of Kansas in Strategic Management. He is the Research Director in the Center for Executive Succession and is a Moore Research Fellow. Dr Schepker's research focuses on the causes and consequences of executive succession, corporate governance, board level decision-making, and dynamics between executives and boards of directors. His research has appeared in outlets such as the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Management*, *Journal of Applied Psychology*, and *Leadership Quarterly*, and he is currently on the editorial board of the *Journal of Management*, *Academy of Management Review*, and *Leadership Quarterly*.

**Andreas Schwab** is an Associate Professor at Iowa State University. He studies learning in dynamic entrepreneurial ecosystems such as digital platforms and by temporary organizations and women entrepreneurs. His research has been published in *Academy of Management Journal*, *Journal of Business Venturing*, *Entrepreneurship Theory & Practice*, *Organization Science*, and other outlets. He has served at the executive boards of the AOM Research Methods Division and the SMS Research Methods Community. He served as editor for research methodology at *Entrepreneurship Theory & Practice* and currently serves on the editorial boards of *Organizational Research Methods*, *Organization Science*, *Group and Organization Management*, and *Entrepreneurship Theory & Practice*. His work has been funded by the National Science Foundation, US Fulbright Commission, US Office of Naval Research, Australian Research Council, and CIBER.

**Jeremy C. Short** is the G. Brint Ryan Chair in Entrepreneurship at the University of North Texas. Short's research bridges entrepreneurship, strategic management, organizational behavior, and family business domains. His current research focuses on crowdfunding, social entrepreneurship, role theories, and family business. He has published more than 90 articles in such journals as *Strategic Management Journal*, *Strategic Entrepreneurship Journal*, *Organization Science*, *Personnel Psychology*, *Organizational Behavior and Human Decision Processes*, *Journal of Management*, *Journal of Business Venturing*, *Academy of Management Journal*, and *Family Business Review*, among others. Jeremy's work has been highlighted in outlets such as *Forbes*, *the WSJ*, *USA Today*, *Scientific American Mind*, and *Franchise Times*. A recent study highlighting the citation count of scholarly publications placed Jeremy's scholarly impact among the top 2% of all management scholars in the world.

**Yanjinkham Shuumarjav** is a PhD candidate in Organizational Behavior at Iowa State University. Her research focuses on nonverbal behavior, team dynamics, and performance.

**Anne Smith (BS, UVA; MBA and PhD, UNC Chapel Hill)** is Professor and Head of the Management & Entrepreneurship Department, Haslam College of Business, University of Tennessee, Knoxville. Anne served as Associate Editor at *Organizational Research Methods (ORM)* for five years and is currently an editorial board member. She coedited the series *Research Methodology in Strategy and Management (Volumes 11–13)*. Her research has been published in *Organization Science*, *ORM*, *Qualitative Research in Organizations and Management*, *Journal of Operations Management*, *Journal of Management Inquiry*, and other outlets. Anne is a fellow in the Consortium for the Advancement in Research Methods (CARMA).

**Yulia Taylor (PhD)** works as an Adviser for Workforce Forecasting and Planning, at the University of Otago, Dunedin, New Zealand. Yulia was born and raised in Russia where she studied Business before coming to New Zealand to complete her PhD at the University of Otago. Yulia has published in the area of cross-cultural management and her research interests include international HRM, with a specific focus on processes related to expatriation and the experiences of immigrant populations.

**Jake B. Telkamp** is a PhD candidate in Organizational Behavior at Iowa State University. His research focuses on moral issues at work, proactive behavior, and the ethics of artificial intelligence.