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RESEARCH METHODOLOGY STRATEGIES IN STRATEGIC MANAGEMENT

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ABSTRACT

This paper review and examine how strategic management researchers apply research methods, and what strategies use as part of the research process, to locate, organize, manage, transform, create, communicate and evaluate research tools, data and information resources. It also analyzes recent developments in research methodology to create scientific knowledge in theory building and practice in strategic management offering an overview of methodologies used in strategic management research. The assessment of strategic management research methodology is based on a review and analysis of strategies for the incorporation of knowledge of managerial research methods. Finally, the paper identifies and discusses some methodological research issues and reviews future direction on research methodologies in strategic management.

Keywords: Research methodology, Research Strategy, Strategic Management

JEL Classifications: A29, B49, M19

1. INTRODUCTION

Research methodology within strategic management has not been a well developed field in the academic and scientific literature. The field of organizational research methods attracts more attention from scientists than the strategic management research methods and thus, focusing more on the micro analysis than on the macro analysis. The study of strategic management is eclectic in nature, theory based, with substantial empirical research. Much of the strategic management research use surrogates for the firm's strategic direction.

A good theory in strategic management must meet the criteria of being uniqueness, parsimony, conservation, generalizability, fecundity, internal consistency, empirical riskiness, and abstraction. "A theory is a systematically related set of statements, including some law like generalizations, (sic) that is empirically testable" (Rudner, 1966:

10). A scientific theory must have generalized conditionals, empirical content, and exhibit 'nomic' necessity. A theory that lacks support based on scientific methodology, it cannot develop into a proposal, hypothesis, conception, or model subject to empirical testing (Van Maanen, Sorensen, & Mitchell, 2007; Xu & Zhou, 2004). Theoretical structures are intended to represent and give insights into the phenomena of the real world. Representations of the real world do not necessarily portray the real world itself. The dominant global view is the form of framing sciences at any given historical moment of a particular paradigm (Kuhn, 1970; Hesse-Biber & Leavy, 2008).

A paradigm is, "a system of ideas or theoretical principles that determine, maintain and reinforce our way of thinking about an issue or a topic" (Plowright, 2011, p. 177). Plowright (2011, p. 177) argues that a paradigm is a scientific approach in which "the world we inhabit has an ontological reality, an existence that is not dependent on our perception, understanding or descriptions of that reality or world... constructivist paradigm, in contrast, claims that reality is mind-dependent and is socially constructed through the relationships, psychological activities and shared understandings that we all take part in". Scientists describe perceptions of the ontological reality through a framing process. "The work of Kuhn, and the sociologists of science... showed that scientific change had little to do with the shape science obtains through the application of a general rational method, and more to do with the fact that it is a social institution." (Hughes & Sharrock, 1997, p. 93)

This paper review and examine how strategic management researchers apply research methods, and what strategies use as part of the research process, to locate, organize, manage, transform, create, communicate and evaluate research tools and data and information resources. The objective of this paper is to analyze recent developments in research methodology to create scientific knowledge in theory building and practice in strategic management. The objectives of the analyses offer an overview of methodologies used in strategic management research. The assessment of strategic management research methodology is based on a review and analysis of strategies for the incorporation of knowledge of managerial research methods. To identify and discuss some methodological research issues in strategic management, this paper reviews future directions of research methodologies in strategic management.

2. RESEARCH METHODOLOGY

Research methodology is defined as highly intellectual activity used in the investigation of nature and matter and deals specifically in the manner in which data is collected, analyzed and interpreted. A research methodology defines the research purposes, activities, procedures, measurements and applications. The background of research methodology refers to the philosophy of research conceived as the way in which is formulated the research strategy and the way in which research is conducted. The research methodology determines the frame of explanations arisen from the analysis of data and observations.

Although the field of strategic management is growing, the development of research methodologies applied has not the same tendency. Research methodology in strategic management has developed from single case studies at the firm and industry levels on issues such as corporate strategies and firm performance (Rumelt 1974). Rumelt (1991) based on some methodological features empirically demonstrated that industry was less important than firm characteristics for firm performance. Research methodology used in strategy has contributed substantially to the development of the strategic management and can make significant contributions to the knowledge and study of administration and strategy fields. Regardless of the research methodology used, research methods of management strategies play a key role in the advancement at a high level of methodological rigour, extending the empirical analyses to more highly theoretical scientific principles.

Overarching research methodology goals can apply to individual specific projects managing their participants and deliverables. Sharing methodological expertise involves

knowledge dissemination of techniques and practices. Changes of research methodology practices may involve some convenience in the use of research methods. Anshen and Guth (1973) argue that the field of research methodology requires some research strategies to improve the research capital such as the study of science and arts, the design and use of analytic concepts and operational approaches, the study of historical relationships and the examination of interfaces with social problems and other institutions. Research methodology is the rationale behind a technique of collecting and analyzing data systematically.

2.1 Data Collection

Research methodology is the system of collecting data for research projects, either theoretical or practical research. Data collection is treated as a design issue to enhance the construct and internal validity of the study, as well as the external validity and reliability (Yin, 1994).

2.2 Data Analysis

"Data analysis consists of examining, categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of a study" (Yin, 1994). Research methodologies and data analysis are increasing in sophisticated domains. More advanced tools for text-mining, grid and cloud computing, semantic web, etc; can be used as part of the research methodology on strategic management. The tools and methods for creating and using data analyses must be technologically accessible.

Other data analyses are being used in strategic management research such as repertory grid (Ginsberg, 1988, 1989; Reger & Huff, 1993), cognitive mapping (Huff, 1990), and policy capturing (Hitt & Tyler, 1991). Alternative techniques of data analysis use diverse methods as using arrays to display the data, creating displays, tabulating the frequency of events, ordering the information, etc. (Miles and Huberman, 1984). A good research strategy is one that allows for the observation of the interested phenomena and the data analysis that is being collected from a variety of sources and perspectives.

3. TAXONOMY OF RESEARCH METHODS

The taxonomy developed by Van Horn (1973) classifies empirical studies in case studies, field studies, field experiments and laboratory experiments. Alavi and Carlson (1992) presented the taxonomy of research methods in three levels: Conceptual, illustrative and applied concepts. Saunders and Thompson (1980, 129) compare conceptual with empirical research and argue that a turn away "from feeble attempts at the insight type and toward hard examination of applicable data in an empirical framework is what is needed now." Keegan and Kabanoff (2008) developed a measurement approach through applying content analysis of the annual reports that incorporates managerial discretion into conceptual and empirical models. Thus, a mix of empirical testing and explanatory conceptual search aims at theory building and development in the field.

There is not any best single research methodology intrinsically better (Benbasat et al., 1987). For example, it is required to have a more pluralistic attitude towards strategic management research methodologies (Remenyi and Williams, 1996). To improve the quality of research it requires adapting a combination of methods (Kaplan and Duchon, 1988) and avoiding only using a single research method characterized as methodological monism.

3.1 Theory-Testing and Theory-Building

The research methodology should employ the use of both an inductive logic and a deductive logic at different phases of the research based on previous findings and

allowing theory-testing and theory-building. Inductive methodology research can be qualitative and quantitative and is being used to generate inductive theory. Quantitative techniques may be used as an inductive methodology to generate inductive theory. Empirical findings emerging from the strategic management research have been for the most part inductive oriented in nature and aimed at theory building. Research methods in strategic management provide the theory-testing and theory-building and framework analysis to be applied to practical problems.

Theory-building research seeks to find similarities across many different domains to increase its abstraction level and its importance. The procedure for good theory-building research follows the definition of theory: It defines the variables, specifies the domain, builds internally consistent relationships, and makes specific predictions. Theory-building in strategic management is not developing evenly across all methodologies. If strategic management theory is to become integrative, the procedure for good theory-building research should have similar research procedures, regardless of the research methodology used. Jemison (1981) support the integrative research in content and process advocating the mid-range theories and hypothesis testing. Tyler (2000) discussed procedural justice sustaining that people may apply the heuristic by proper procedures to achieve outcomes.

Theory-building of strategic management research has been approached from the perspective of industry effects. Chandler reported on case study methodology some strategy management problems providing the basis for theory-building. The typology of generic strategies (Porter, 1980) is the framework that has fostered theory-building and empirical work. Some theory-building borrowed from the resource-based theory is amenable to empirical test through methods such as the "rate perspective" (McKelvey, 1997: 365).

Scholars have some expectations of methodological tools and scientific criteria in strategic management in order to share surprisingly similar practices in management theory-building, creation of managerial knowledge and collaboration in scientific research. Despite the robust research methods used in theory-building of strategic management and the substantial accomplishments, Ketchen, Boyd, and Bergh () consider that the field confronts significant challenges. Research in theory-building and operational procedures in strategic management needs to incorporate rational-analytical, behavioural-institutional and political approaches.

3.2 E- Limitations of Research Methods

Given the nature of the phenomena investigated in strategic management, the research methodology may have certain limitations. The research methodology is better suited to investigate phenomena in strategic management where few moderating or intervening variables have an impact on the relationships between the dependent and independent variables. The methodological structure of strategy investigations has enduring effects (Hitt, Gimeno, & Hoskisson, 1998). Strong structures in the research methodology ensure guidance to be focused at all times. Thomas (1984, 14) suggests that "theory development should be the most important aim for research" in strategic management to have directions and traditions because it suffers from an identity crisis and lack of consensus.

3.3 Research Strategies

Strategic management uses a relatively restricted set of research strategies and analytical methodologies of choice (Podsakoff and Dalton, 1987). The research strategies adopted to improve research in strategic management requires analytical concepts, theory building, formal analytical techniques and operational procedures.

Research strategies exist within the knowledge movement. Deploying knowledge governance mechanisms that mitigate the costs of creating, sharing and integrating knowledge may have normative and practical implications for the research strategies in

strategic management. Tripodi and Epstein (1978) present potential uses of two strategies for incorporating knowledge of research methods. Foss (2009) discussed the dominant research strategies framed by the “knowledge movement” (Eisenhardt and Santos, 2002; Nonaka, 1994; Spender, 2005) manifesting itself in organization and strategic management. Foss (2009) sustained alternative research strategies distinguishing between “capabilities first”, “networks first” and “individuals first” strategies. A research strategy may begin from individual members.

Foss (2009) elaborates a simple taxonomy of research strategies within the knowledge movement that he calls “Capabilities First,” “Networks First,” and “Individuals First”. The capabilities first and the networks first research strategies focus on supra-individual antecedents seeking to account for firm-related outcomes such as integration, knowledge sharing, innovation, etc.

4. STRATEGIC MANAGEMENT RESEARCH APPROACHES

The strategy research field borrows from different normative, interpretative, analytic, positive, empirical and the quantitative-qualitative research approaches, among others. The study and research of strategic management is eclectic in nature, theory based and empirical research.

4.1 Normative Approach

The development of normative theory is enhanced by the differences in the determination and explanation of strategies as a salient goal of strategic management research (Schendel & Hofer, 1979). The rational normative model assumes that the nature of the theoretical problem may determine the choice of the appropriate research method (Cohen, March, and Olsen, 1972, Martin, 1982). The normative theory - building is enhanced if a causal relationship is supported between the performance construct and other constructs, where performance is the outcome and not the case under consideration. As a research strategy, reaching derived normative implications of empirical findings gives greater confidence and accuracy in developing and testing theory, although the parsimony of the study is diminished.

Hinings and Greenwood (1988a) identify configurations as containing elements of both organizational structures and processes strongly underpinned by the meaning and interpretation schemes which bind them together in an institutionally derived normative order. Configuration research in strategic management links constructs of multiple domains such as the complexity and uncertainty of the environment, organizational structures, organizational behavior and culture, technology process, strategy making processes, content of strategies, etc. The research on strategic management has fruitful developments in strategy content and process research.

Multiple domain configuration research enables to study complex multivariate relationships and the fit among constructs in multiple domains for findings that have normative implications. A more integrated approach to theory-building in strategic management research should consider the normative results to guide the formulation and implementation of strategies in organizational settings. Erroneous interpretations of firm-level performance may lead to inaccurate descriptions and interpretations of observed relationships, which in turn mislead findings that may have normative implications for researchers and practitioners alike.

4.2 Interpretative Approach

One important component of the case studies is the criteria for interpreting the findings (Yin, 1994, p. 20). The analysis and interpretation of research in case studies are dependent upon the aggregation of data collected from many sources and participants. The criteria for interpretation of the findings and data linked to the propositions require development in case studies.

Phillips and Jaynes (2008) suggests some research methods based on a discourse analysis as a critical approach to strategic management to examine and interpret the social construction of reality and the roles of rhetoric and narrative within strategy processes. In strategic management research, constructs are presented as archetypes, gestalts, and configurations. In both normative and descriptive strategy researches explore issues relevant to their configuration appropriateness (Mintzberg, 1990). Research methodologies should be appropriate for configuration research. Configuration research has as an important role to classify, describe and explain the phenomena. Researchers use configurations to develop a normative and descriptive theory. Strategic management research uses configurations to represent and interpret the phenomena and to analyze complicated and interrelated relationships among many variables which are collectively meaningful. The discourse analysis provides a deeper understanding of the managers' interpretations, intentions, motivations, expectations and decisions.

The critical theory research approach to strategic management opens possibilities to examine, analyse an expose hidden agenda of the strategic agents and actors. An alternative framing of research methods in strategic management may suggest an additional layer and level of investigation when applying specific theoretical approaches. Framing is described as the "selection, emphasis, exclusion, and elaboration" (Weaver, 2007, p. 143). Framing is the way a phenomenon is seen which depends what is chosen to include or exclude aspects to emphasize or elaborate on. Selection is inevitably arbitrary, "and, the greater the mass of information from which a selection has to be made, the more disputable will be the investigator's choice" (Toynbee, 1976).

The analyses may be valuable if focusing on data definitions and interpretation considering institutional structures, and applying evidence from elsewhere. Institutional structure, funding attached to issue-specific research and data limitations the established databases and large volumes of existing research may affect the research possibilities. Triangulation of methods for the interpretation occurs when there some followers of one approach which can increase confidence in interpretation (Denzin, 1984). Research on strategic management has not been consistently designing research using adequate conceptualizations of managerial environments in the empirical research which at the end derives wrong findings and misleading interpretations.

4.3 Analytic Strategies

Significant analytical research has been made in strategic management beyond the typologies and taxonomies of strategies. Any research methodology has a general analytic strategy supported by some analytic techniques which rely on some theoretical assumptions. Strategies for research in strategic management are chosen to provide varying definitions of what strategic management research is, or should be in the development of a theoretical body and formal analytic techniques. The use of the analysis method can show a relationship between two variables, such as the frequency of one term employed and the strategic management implications. Researchers can demonstrate specialization in the craft of some methods which can apply to the development of some other analytical tools.

Traditional approaches to strategic management research emphasize some sources of data and analytical techniques downplaying some variables while overlooking some others. Researchers that have access to data reduction analytical methods and secondary data sources can develop and test hypotheses related to the field of strategic management from multiple approaches (Ketchen, Thomas & Snow, 1993; Nath & Gruca, 1997). The multiple methods involve data collection of behaviors through personal interviews, focus groups, and webometrics. Thus, there is a range of possibilities for more diverse approaches and sources of information, being aware of the limitations inherent in any research to avoid overstating the value of findings in complex real phenomena.

Researchers in strategic management must frequently demonstrate their capabilities of the archives and databases, which is a critical task of knowledge dissemination. Besides their activities of database development and digitization, they become involved

with development programming after they perceive a gap in either content or analysis functionality. Data collection and analysis methods in experimental and quasi-experimental research can hide some details (Stake, 1995). Corpus based methods collect data using interviews and newspaper articles marking up using some parts of the speeches to identify portions of sentences, frequencies, concordances, etc., which are processed using text-mining and analysis tools.

The use of corpus-based methods in research requires creating instruments to analyze the concordance through packages and resources such as newspaper data. Corpus-based methods examine concordance by creating a spreadsheet to check and reorder the data. Corpus linguistics researchers' methods rely upon machine-readable texts in the "analysis of specially-designed collections of texts by computer" (Anderson, 2008). Corpus linguists use complex datasets, diverse methods and a variety of theoretical perspectives to tackle research questions. The research strategy as a field has received support from the literature on scanning activities and may be framed by the research questions. Scanning activities are the gathering of information "about events and relationships in a company's outside environment, the knowledge of which would assist top management in its task of charting the company's future course of action" (Aguilar, 1967, p. 1). For data collection of case studies, participants can use text-based methods to gather and examine such-linguistic phenomena. Analyzing language fluctuations represent some methodological challenges.

Researchers and scholars show limited uptake of advanced tools for data management and sharing. Organizational strategies are formulated and implemented among managers with the more savvy professionals using document management systems, databases, LaTeX for word processing and other more sophisticated software. Good quality of research methods are needed for effective data management and sharing, although compliance with scientific requirements. The most common practices of data management are usually accomplished on the computer desktop and storage on PDF and image files.

An analytic statement requires further conceptual development to become a law like generalization. The analytic generalizations of a case study can be informative to other similar cases. Although there are some analytic statements that are true by definition these are not law like generalizations. An analytic statement based on the commonly accepted definitions may be true when is accepted as a correct assertion. Replacing definitions of terms in a theory with its definition of the theory to determine if the statements are true by definition, it clarifies if the statements are purely analytic without empirical data. Any literal or theoretical replication logic can both strengthen and broaden analytical generalizations.

The difference between analytic generalization and statistical generalization was explained in these terms "In analytic generalization, previously developed theory is used as a template against which to compare the empirical results of the case study" (Yin, 1984). The analytic strategy requires of the specific statistical techniques to evaluate the data gathered. Evaluative research methodology aims to provide some useful feedback using standard social research methods. Some analytical tools as event studies, event history analysis, logistic regression, simultaneous equations analysis, and multidimensional scales are used in strategic management research. Yin (1994) presented some analytic techniques such as pattern-matching, explanation-building, and time-series analysis. Pattern-matching compares a predicted pattern with an empirically based pattern enhancing the internal reliability of the study when both patterns match. An analysis may follow conventional analytical techniques using anecdotal and statistical analysis.

Some analytical tools are becoming more used in strategic management research such as a repertory grid (Ginsberg, 1988, 1989; Reger & Huff, 1993), event studies, event history analysis, logistic regression, simultaneous equations analysis, multidimensional analysis, cognitive mapping (Huff, 1990), and policy capturing (Hitt & Tyler, 1991). Narrow categories of analytic tools such as single versus multiple regressions are used by Shook et al (2003). Multiple regressions became the dominant statistical technique used in strategic management research after the research in the strategic management field was

dominated by cross-sectional, static studies and employed few control variables (Ketchen, Boyd, and Bergh,). Regression may not be the most appropriate analytical method to apply where the research design and the causal relationship between two variables is not clear. Keats and Hitt (1988) employed causal modeling approach with longitudinal or time ordered data in their research in strategic management. Advanced methods of data analyses of strategic management based on databases and text mining tools are bringing great changes in research methods.

Methodological contributions in the conceptualization and measurement of firm-level performance have implications (Meyer, 1991) to analyze formation, adaptation and evolution of organizational configurations on strategic management research. Some data analytic methodologies can be used on the configuration approach.

There is value of additional analysis of processes of change both for assessing the desirability and for understanding feasibility. The research value should not be judged solely on the sophistication of the techniques or the quality of the available data but on the existing body of knowledge. Analytic modeling provides rational approaches to research in strategic management. Some sophisticated analytical techniques used in research in strategic management, such as for example the employment of archival data bases that are applied to capture the complexity of the phenomena, to achieve more objective measures and data validation. However, to determine the correctness of analytic data is not necessarily the confrontation of these data with real facts. Model estimation is only part of the way towards addressing the feasibility, magnitudes change, costs and benefits, etc. Considering also the legitimate research questions that incorporate additional factors. Research questions based on a particular theory or technique may not consider other additional aspects.

The use of analytical techniques in management research to develop strategy knowledge can be comparable in scope and impact to the behavioral approach. Aldag and Steams (1988) review a sample of organizational research topics. Shook, Ketchen, Cycyota & Crockett (2003) searched for data analytic trends on 297 papers published between 1980 and 2001 found that the use of analytical techniques is growing, although many scholars report that they are ill-equipped to use these techniques. Research in strategic management may be restrictive in the data and methods to emphasize comparisons in a complex environment of real phenomena. There is plenty of room for improvement in the use of a range of analytic tools for research in strategic management.

4.4 Positivist Approach

The positivist orientation is favored to have full control of field research under a well structured research protocol. Amitabh and Gupta (2010) found that the logical positivism-empiricism paradigm, one-way linear causality in the strategy-structure-performance relationship is favored by researchers instead of two-way causality that will increase contributions using innovative designs and archival data.

Galliers (1991) has identified two research paradigms; the positivist and the interpretive. Lack of objectivity associated with interpretive research methods has resulted in adopting a more positivist quantitative approach. Debate has arisen between the areas of positive versus normative perspectives (Friedman, 1953). Mixing quantitative and qualitative methods are becoming more common, and Guba and Lincoln's criticisms of positivist approaches in the social sciences cannot be ignored. The positivist perspective has been criticized in the social sciences field. Hughes & Sharrock (1997, p. 197) argues that "Had the social sciences measured themselves against one or other of the natural sciences apart from physics...then the status of the social sciences *as sciences* might have seemed a good deal less problematic".

4.5 Empirical Research

Few studies have attempted to empirically determine the extent of the use of a restricted and exclusively set of methodologies in strategic management. There have been

major changes in the methodologies of strategic management research despite that the field is still very young. Hoskisson and Yiu (1999) examined the primary theoretical and methodological bases of strategic management through its history, which they consider are eclectic in nature and theory-based with substantial empirical research. They concluded that the early works (Chandler, 1962, Ansoff 1965) centered on the relationship between strategy and structure can be characterized from a contingency perspective. Early theoretical and methodological developments in strategic management took a contingency approach in Chandler's (1962) *Strategy and Structure* and the resource-based framework in Ansoff's (1965) *Corporate Strategy*. Initial strategy research emphasized analytical methodology to explain the competitive environment of firms and industries based on simple assumptions such as the homogeneity of firms within an industry in terms of resources and strategies and the mobility of these resources.

Miller & Friesen (1978) conducted empirical research to demonstrate the existence of configurations or archetypes that exhibit internal logic, stability and integrity based on what Miller (1987) terms the imperatives such as environment, structure, leadership and strategy. However, due to difficulties in data collection and analysis, empirical research in organizational configurations has lagged behind the development of theoretical approaches. Empirical studies of configurations used cross-validation of responses to assess reliability and convergent validity (Miller, 1986; 1987b; 1988 and Miller & Friesen (1980; 1983).

4.6 Theory of the Firm

Theories of the firm provide a framework for analyzing important research issues in strategic management (Seth, and Thomas, 1994). Seth and Thomas (1994) demonstrate the usefulness of economic theories of the firm as a framework for guiding and analyzing strategy research and evaluate the conceptualization of the theory of the firm to research strategic management compared to the traditional assumptions of strategy. In turn, the research methodology and findings challenged the strategic management principles supporting the theory of the firm arguing that industry characteristics have more impact on performance.

To enhance descriptive analysis of the firm as well as to the human agents in organizational research in strategic management, it has arisen a repertoire of cognitive and motivational assumptions from very different sources, such as the economics model of man, behavioralism, social and motivational psychology as a critical reaction to the economic agent theory (Simon, 1955; Cyert and March, 1963).

4.6.1 Industrial Organization Economics

Industrial organization (IO) economics provides a foundation for research on strategic management with some econometric tools for the analysis competitive dynamics. The macroeconomic approach of industrial organization, the five-force framework (Porter, 1980) and the resource-based view (RBV) (Wernerfelt, 1984) Schmalensee (1985) of firm-specific qualities required new research methodologies, such as analyses of variance decomposition techniques and regression analysis despite the operationalizing the attributes of competitive advantage and firm specific qualities. Empirically the relative advantage of small firms has advantages that have been ill-understood from the discussion (Zenger and Lazzarini, 2004). Most of the research conducted in strategic management among SMEs to explain the relationship between scanning dimensions, activities and their performance are of a descriptive nature.

Empirical analysis based on Porter's framework has been conducted by Dess & Davis (1984), Hawes & Crittenden (1984), Kim & Lim (1988), Miller & Dess (1993), White (1986), Wright, Kroll, Tu, & Helms (1991). To test the arguments of Porter the method of regression analyses was ushered. Other studies use other methodologies and analytical techniques to sample and measure the firm and industry effects on performance (McGahan & Porter, 1997; McGahan & Porter, 2005, and Ruefli & Wiggins, 2005).

4.6.2 Resource-Based Theory

The research on firm resources strategy has introduced some descriptive theories from industrial organization economics such as the studies on teamwork production (Alchian & Demsetz, 1972) and the relationship of price and quality (DeVany & Saving, 1983). Conceptual and empirical research based on resource based-view is very limited in terms of augmenting the original knowledge sustained by Barney (1991) as it has been treated by Bates & Flynn, 1995; Brush & Artz, 1999; Litz, 1996; McWilliams & Smart, 1995; Michalisin, Smith, & Kline, 1997; Mosakowski, 1998; Powell, 1992a,b; Rindova & Fombrun, 1999; Yeoh & Roth, 1999).

The industrial organization economics supports the resource based theory as a descriptive and explanatory approach (Barney, 1992; McWilliams & Smart, 1995; Meyer, 1991) whereas the strategic management has a prescriptive orientation. Empirical research on strategic management based on the resource-based view has used course-grained measures of firm intangible resources. The resource-based view provides some foundations for research on strategic leadership and process research on decision theory. However, the resource-based view of the firm supports the assumptions of heterogeneity and the imperfect mobility of resources of firms within an industry (Barney, 1991: 101). Recent research in strategic management has accepted the application of the resource-based view of the firm despite that it is difficult to test empirically because of the complexity and difficulties in operationalizing and measuring idiosyncratic firm resources and capabilities that are valuable, rare, costly to imitate and no substitutable (Barney, 1991). Armstrong & Shimizu (2007) examined 125 papers employing methods in resource-based view studies from 1991 to 2005 findings that although researchers have overcome some challenges in studying resources and their effects, others challenges still remain.

The research based-view strategy theory is criticized as being descriptively accurate and correct but quite difficult to manipulate in real life, for not meeting the operational validity criterion until managers can apply the descriptive theory to manipulate the independent variables (Priem and Butler, 2001). Bacharach (1989) and Hunt (1991) argue for some statements from the resource based-theory dealing with the competitive advantage that are not amenable to empirical tests. According to the analysis of Bacharach (1989), Hunt (1991) and McKelvey (1997) the resource based view does not meet the empirical content criterion. The resource based view theory is considered to have a static argument that identifies generic resources without considering differing situations, posing potential limitations for the advancement in strategic management research.

4.6.3 Capabilities

The dominant resource-based analytics in strategic management is considered to be the sustained competitive advantage emerging through firm-specific capabilities (Dierickx & Cool, 1989; Barney, 1991). Empirical research on the resource-based view and capabilities theory have been using some course-grained measures and proxies of firm resources, such as human capital leverage, intangible resources, technological and organizational capabilities, etc. The notion of capability unites sources of firm-level experiential knowledge and behavioralism as an analytical notion of the knowledge movement of research in strategic management.

A critical methodological challenge for strategic management is the capabilities development to offer evidence-based findings those organizations and managers can use to improve and attain the best performance (Locke & Latham, 1990). A starting point for scientific analysis of knowledge in firms is the collective levels rather than an empirical proposition despite that there is significant evidence at the individual level, such as the empirical research on routines and capabilities predominantly mono-level (Gupta, Tesluk & Taylor, 2007).

Stinchcombe (1991: 379-380) argues that “[w]here there is rich information on variations at the collective or structural level, while individual-level reasoning (a) has no substantial independent empirical support and (b) adds no new predictions at the structural level that can be independently verified, theorizing at the level of [individual level] mechanisms is a waste of time.” The Knowledge-based theory of economic organization (Grandori, 2001, Kogut & Zander, 1992; Nonaka, 1994; Spender, 1996; Grant, 1996; Nickerson & Zenger, 2004) brought to research in strategic management fresh concepts and analytical methods, constructs, dimensions (Winter, 1987) and measures (Heimeriks & Duysters, 2007).

Empirical research within strategic management supports the argument that productive knowledge at the firm level has an impact (Hoopes & Madsen, 2008). However, the knowledge movement has some difficulties in identifying theoretically as well as empirically the causal mechanisms. Self-determination theory (Deci & Ryan, 1985), from motivational psychology has supported successfully both theoretical and empirical research in knowledge-related behaviors (Cabrera, Collins & Salgado, 2006).

4.6.4 Other Empirical Approaches

Stake (1995) proposed a naturalistic generalization as an intuitive empirically-grounded approach based on relationships between the experiences of the researcher, the readers and the case study itself, facilitating the understanding and explanation of the unit of analysis. The empirical implications regarding the unit of analysis are related to the operationalization and the types and sources of data in research using the configuration approach. The empirical use of more holistic methods of the research of configurations (Venkatraman & Prescott, 1990) such as canonical correlation analysis, cluster analysis and q-factor analysis empirically facilitates to capture multivariate interconnections among strategy, structure, organizational behaviour, process and environment.

The empirical research should refer only to taxonomy and not a typology for derived classifications. Empirical research uses different operational types of tools and sources of data according to the object of study and the unit of analysis. The empirical methods are classified as non-econometric and econometric.

4.7 Econometric Methods

Empirical strategic management research may get more support from econometric theory models. The empirical research in strategic management is increased with the use of econometric methods, changing the appropriate use of empirical research methodologies in strategic management. Empirical methods centered on the use of econometric techniques taking account for endogenous and omitted variables for discrete strategic choices is becoming more widely applied in strategic management research. Econometric data only describe and analyze situations that are history because they have already occurred. Econometric techniques are such as classical regression, limited dependent variables, and methods that account for omitted variables.

Common econometric research techniques automatically exclude much available information. An empirical research analysis of performance as a function of decision variables, assume that are exogenous, to yield the right results should correct endogeneity based on the assumption that managers make decisions to achieve higher performance. The empirical research approach is common in experiments assuming that strategy choice can be exogenous and assigned randomly to participants. Econometrics is implicitly excluded from the analysis much of the information coming from a variety of sources of data and research methods used by other sciences by selecting only the functional forms and information suitable for econometric analysis.

Empirical research in the field of strategic management is concerned with endogeneity. Empirical papers should consider endogeneities to be corrected econometrically. Empirical research in strategic management is beginning to focus on correcting for endogeneity, and must benefit from the econometric advances. To achieve

highly pertinent empirical strategic management research is required the implementation of econometric methods to correct for endogeneity. Empirical strategy research in firm-level performance outcome should consider correcting for endogeneity.

Hamilton and Nickerson (2001) reviewed more than a decade of empirical research and assessed the econometric methods used and found that few papers econometrically correct the endogeneity of management decisions and the expected performance. Hamilton and Nickerson (2001) report on their study that 169 of the 196 performances-related papers (86%) do not control for endogeneity. They also report that out of 601 papers, 426 empirical papers published, only 27 papers explicitly econometrically correct for potential endogeneity concerns. The authors argue that empirical research in strategic management is a failure due to the low number of papers that account for endogeneity. Failure to statistically correct for endogeneity leads to faulty conclusions contaminating the direction of empirical research difficult to predict *ex ante*. The empirical research in strategic management simply reports coefficient estimates and “robust” standard errors that account for heteroscedasticity but not pre-estimation error. From an alternative perspective to econometrics, it may consider a wide range of not predetermined relationships between the chosen variables, but selecting other significant points to influence the choice.

4.8 No-econometric Methods

Non-econometric are simple statistical descriptors or multivariate analysis, exploratory data analysis such as principal component analysis or clustering analysis, etc. Research strategy in strategic management is having a major shift away from more basic analyses, such as descriptive studies with a rise in the use of regression and ANOVA models. Empirical papers use descriptive statistics, means and correlations as their primary analysis, chi-square tests of contingency tables, regression and ANOVA for analysis, and discriminant and cluster analyses in the context of strategic groups. Cluster analysis has been applied as a research technique in strategic management research since the late 1970s. Kitchen & Shook (1996) focused on cluster analysis of 45 papers published during the period 1977-1993 found that the implementation of the cluster analysis methodology often less than ideal.

However, the implementation of this research technique has not been applied properly to generate knowledge in strategic management. Cluster analysis as a multivariate technique enabled to reduce large data sets into groups and types. Cluster analysis as a statistical technique requires several methodological choices for sorting data into similar groups or sets to give solution to the cluster. Research choices are made within a bounded time and space which can justify the particular denials and exclusions associated with our choice of approaches to research.

Logical empiricism as a research approach has been used for example to identify performance indicators of implemented strategies. Empirical strategy research is emerging in the form of a broad-based narrative reviews, content analyses and best practice guidelines. Collaboration among researchers involves detailed methodological and content analysis and discussions, often taking into account the established standards and even challenging them. The empirical research separates purely analytic contents which are considered true because of their “either/or” form based on their logic or because the definition of their terms, from synthetic statements, which are true only after investigation. The empirical content criterion addresses the logic and semantic of theory rather than vagueness, as Bacharach (1989) argues that many organizational-level theories are so vague they can never be empirically tested.

Empirical strategy research has gained from the use of contingency tools. Boyd, Haynes & Hitt (2007) identified moderation in form or strength (Venkatraman, 1989) such as interaction, as the most prevalent tool used to analyze contingency studies. There is little empirical research to support the assertion that control of strategic assets determines the profitability of firms (Miller and Shamsie, 1996).

An empirically based pattern may be confronted to the initial theoretical framework for theoretical validation. Empirical tests include field-based case study and comparative outlier (Hitt, Harrison, Ireland, and Best, 1996) and the case survey (Larsson, 1993) methodologies used for theory development and for theoretical replication and extension. Field research methods have been used to develop strategic management theory supported by a multiplicity of research approaches and data analysis techniques. Field studies are classified according to their research goal as descriptive, explanation, or predictive.

Results and research findings of empirical research should be reasonably accurate despite the implicit assumptions due to loss of information to portray the phenomena under investigation. Results based on empirical research pertaining to scanning practices have contributed to the development of theoretical approaches to strategic management. The result of research can be some absolute truths besides it involves decisions on the choice of methods, questions and selection of the data. Research methodological decisions are made regarding questions, sources of data, methods, techniques, etc.

Anshena and Guth (1973) emphasize the need of integrative, multidisciplinary research in strategic management. Empirical methodology research in strategy, model building and new techniques should be emphasized (Saunders and Thompson, 1980). Jeremy Bentham advocated utilitarianism, the dominant consequentiality position. A utilitarian believes in 'the greatest happiness for the greatest number' (PHG Foundation, 2011).

4.9 Case Study

Case studies are fine-grained research methodologies (Harrigan, 1983). Case study methodology has applications to investigate empirical phenomena in real-life contexts. A case study model can be applied to explain and describe the complex causal links in real-life interventions, to describe the intervention itself and to explore some situations (Yin, 1994). A case study can be used to analyze by building an explanation as a pattern – matching, for exploration send a hypothesis-generating process. The case study as a research method in strategic management has been useful to analyze generic business strategies and corporate diversification strategies among other important organizational areas. One of the characteristics of the research methodology of case studies is that researchers have no control over behavioral events (Tellis, 1997).

Case studies have been used in varied investigations, particularly in sociological studies, but increasingly, in instruction. As a research tool of strategic management investigations, the case study methodology has been employed since the 1930's subject to criticisms that consider is not a reliable research methodology. The methodology of case study recommended by Yin (1984) and a version of the questionnaire developed by Levy (1988) was modified and adapted for use at Fairfield University. Levy (1988) used the methodology of the case study in his investigation aimed to show the impacts of information technology at the University of Arizona. Levy (1988) used a single-case design based on exploratory and explanatory methodology strategies to conduct an in-depth case study of the pace of acquisition of information technology at the University of Arizona was considered the most suitable for the investigation of information technology.

While the exploratory strategy examined the environmental and economic aspects of information technologies, the explanatory strategy analyze the patterns followed by institutions of higher education when acquiring and using information technology. The single-case study methodology used by Levy (1988) was based on the contributions of Yin (1984) and Feagin, Orum, and Sjoberg (1991).

Case study research is not necessarily sampling research considering that it is a system of action focusing on some selective issues where the most critical factor is the unit of analysis. Each case study is unique in such a way that the data collected, questions and unit of analysis cannot have the same form. The unit of analysis in a case study could be "an individual, a community, an organization, a nation-state, an empire, or a

civilization" (Sjoberg, Williams, Vaughan, & Sjoberg, 1991). Holistic or embedded case studies can reveal inaccessible phenomena involving more than one unit of analysis. Case studies have been used in varied strategic management investigations an ideal methodology when a holistic, in-depth investigation is needed (Feagin, Orum, & Sjoberg, 1991).

Intrinsic case studies are those on which the researcher has an interest. Instrumental case studies are those considered to contribute to develop more profound understanding beyond the researcher. Collective case studies are those that belong to a group of cases. The action research as a methodology provides to the involved participants an insider view of the specific situations for the analytical and reflective learning, although it has been criticized that it may lack objectivity.

The case study methodology requires a discussion of procedures and their application. "good use of theory will help delimit a case study inquiry to its most effective design" (Yin, 1993, p. 4). To consider case studies as a research strategy in strategic management consideration must be given to construct internal validity, external validity, and reliability (Yin, 1989). Any case study should attain external validity and must provide the reliability required of all research in strategic management. The reliability, internal and external validity of any case study research can be enhanced by the rules and procedures stated in the protocol, more essentially in multiple-case studies (Yin, 1994) that follow the replication logic. To ensure accuracy in case studies, and to confirm the validity of the research processes is required triangulation to establish meaning with explanations using multiple sources of data (Yin, 1984). The types of triangulation identified are data source, investigator, theory and methodological triangulation. The case study as a research strategy can triangulate methods, data, theories, researchers, etc. (Feagin, Orum, & Sjoberg, 1991) asserted that triangulation can occur with data, investigators, theories, and even methodologies.

Case studies can be exploratory, explanatory, descriptive (Yin, 1993) intrinsic, instrumental and collective (Stake, 1995) and multiple-case applications. Exploratory case studies may be used to prelude research. Exploratory case studies aim to find causal relationships in research. Descriptive case studies are based on descriptive theory. A case study may be organized around a descriptive framework leading to the analysis that relies on theoretical propositions. If there are not any theoretical propositions in the research design for a reliable analysis, still is possible to develop a descriptive framework for a case study.

The multi-site study is a research strategy that combines several approaches merging on case study research (Eisenhardt, 1989; Yin, 1993, 1994). Audet and d'Amboise (2001) conducted a case study research in a multi-site study to analyze data of an organizational phenomenon by combining the positivism, interpretative and qualitative theoretical approaches using cross-case comparisons and explanation building techniques.

Yin (1994) recommended as a case study methodology to design, conduct, analyze the evidences and develop the conclusions, recommendations and implications. The development of the case study protocol is required in the case study methodology (Yin, 1994). A complete description of the research explains what available information is necessary to used. Design of case studies as a research strategy should satisfy the conditions of the research question posed, the extent of control and the degree of focus over behavioural events (Yin, 1994).

Case studies are designed to use multiple sources of data bringing out the details from diverse viewpoints of the involved participants. The case study as a strategy of research in strategic management has the characteristic to consider points of view of all parties, agents and actors involved regarding the selected issues to study (Feagin, Orum, & Sjoberg, 1991). The nature of the research questions lead to the relevant strategy to be used in an explanatory-exploratory case study (Levy, 1988). The explanatory strategy determines the extent of similar patterns applicable in other environments.

The analysis presented in a case study must include relevant evidence, and effective use of rival arguments. Using multiple sources of data for case study research based on documentation, archival records, interviews, direct observation, participant

observations and physical artifacts (Yin, 1994) is an important strategy to achieve reliability of the research (Stake, 1995; Yin, 1994). Yin (1984) analyzed the strengths and weaknesses of the different sources of evidence, which are presented in Table 1.

Yin (1994) recommended conduct as the second stage of the methodology used in a case study, to be carried out by the activities of preparation for data collections, distribution of the questionnaire and conducting interviews. As a field method, data collection is treated in isolation from the research process (Yin, 1994), although this would not be productive on case study research. Doz (1996) conducted an empirical test on field-based case study methodologies to collect both archival and interview data from three sets of alliance partners, using a qualitative theory building approach. Doz (1996) used field-based case study methodologies centered on qualitative theory building approach to empirically test archival and interview data from sets of alliance partners.

Table 1 Types of Evidence

Source of Evidence	Strengths	Weaknesses
<i>Documentation</i>	Stable - Repeated Review	Retrievability - Difficult
	Unobtrusive - Exist Prior To Case Study	Biased Selectivity
	Exact - Names Etc.	Reporting Bias - Reflects Author Bias
	Broad Coverage - Extended Time Span	Access - May Be Blocked
<i>Archival Records</i>	Same As Above	Same As Above
	Precise And Quantitative	Privacy Might Inhibit Access
<i>Interviews</i>	Targeted - Focuses On Case Study Topic Insightful - Provides Perceived Causal Inferences	Bias Due To Poor Questions
		Response Bias
		Incomplete Recollection
		Reflexivity - Interviewee Expresses What Interviewer Wants To Hear
<i>Direct Observation</i>	Reality - Covers Events In Real Time	Time-Consuming
	Contextual - Covers Event Context	Selectivity - Might Miss Facts
		Reflexivity - Observer's Presence
		Might Cause Change
		Cost - Observers Need Time
<i>Participant Observation</i>	Same As Above	Same As Above
	Insightful Into Interpersonal Behavior	Bias Due To Investigator's Actions
<i>Physical Artifacts</i>	Insightful Into Cultural Features	Selectivity
	Insightful Into Technical Operations	Availability

Sources: Yin, 1994: 80

The case study methodology has the data analysis of case study as one of the least developed areas of research methods. Research based on case study has a frequent criticism of the generalization of results that are not being widely applied in reality and some other specific situations. There has been a lot of criticism of some research techniques and methodologies of not being scientific in nature, such as the case study because it is not possible to replicate it.

5. QUANTITATIVE AND QUALITATIVE RESEARCH

There is a trend in strategic management research projects toward the integration of both quantitative and qualitative data (Judge and Zeithaml, 1992) that requires using multiple methods and measures (Hitt, Hoskisson, Johnson, and Moesel, 1996). The increasing sophistication of some research methodologies combines both quantitative and qualitative approaches and statistical tools. Combined qualitative and quantitative data approaches as a

strategic management research design methodology is gaining more popularity. There is an increased tendency in the quantity and quality of research developments in the theoretical and methodological fields of strategic management (Hitt, 1997). Research in strategic management tends to integrate in complex models both quantitative and qualitative data (Judge and Zeithaml, 1992) requiring multiple methods and multiple measures of specific constructs (Hitt, Hoskisson, Johnson, and Moesel, 1996).

The research methodologies used in strategic management are becoming increasingly sophisticated and frequently combine both quantitative and qualitative approaches with new statistical tools. Quantitative measures attract the attention to underlying objective facts that give evidence of the phenomena, while the qualitative data colours and enrich the analysis and interpretation of such phenomena.

5.1 Quantitative Research

The analytical mathematical research methodology, analytical statistical and causal relationships are popular quantitative research methods used in strategic management to test for internal validity. Quantitative research is the systematic scientific investigation used to measure and gather quantitative data of everything that is measurable. Research in strategic management already developed complex and sophisticated models though the integration of multiple theories and methods such as structural equation modeling, panel data analysis, network analysis dynamic models of partial adjustment, logistic and Poisson regression analyses and event history analysis.

Quantitative research methodology in strategic management emphasizes longitudinal data, dynamic analysis, and focus on specific strategic decisions and actions. Data for quantitative research can be collected through interviews, structured questionnaires, surveys, etc. Quantitative measures are likely to facilitate cross-case comparisons comparison between scores, and the use of multiple indicators with scales provides more confidence in the validity of the measure. Comparison between the predicted pattern and actual pattern for internal reliability of the study might not have any quantitative criteria, but the discretion of the research is required for interpretations. Quantitative methodologies have some limitations if they are confined in studying configurations, despite overcoming problems associated with the conventional statistical analysis.

5.2 Qualitative Research

Qualitative research methodologies have evolved beyond the techniques of qualitative data collection helping researchers to improve understanding and explaining a variety of complex management phenomena. The qualitative research approach can be used to analyze the strategic management phenomenon barely researched that is both adaptive and innovative. Given the complexity an ambiguity of the qualitative methodological components (Lee, 1999), the researcher has more room to design a research strategy more suitable to his skills and his specific objectives and needs. The qualitative research approach is being used for example in the design of multi-site study research strategies to gain an in-depth knowledge of strategic management in organizations.

Qualitative research is a multi-focal investigation to get an in-depth insight of behaviors, values, attitudes, motivations, etc., based on unstructured interviews, feedback and recording methods. Qualitative data are useful for uncovering inside views (Guba & Lincoln, 1994, p.106). In strategic management research it may not be possible to undertake standard analyses limited by the etic or outsider theory based on the knowledge of the countries' firms' economic, political and cultural circumstances may not correspond within the insider view.

Greckhammer, Misangyi, Elms, and Lacey (2008) introduce the research technique termed qualitative comparative analysis (QCA) for strategic management research aimed to diagnose the interdependent causal effects across different levels of analysis. Longitudinal qualitative analysis as a research strategy in strategic management provides meaningful insights about the interrelationships among the environment, strategy, structure, processes and outcomes and the different constructs of organizational evolutive configurations (Eisenhardt, 1989;

Bourgeois & Eisenhardt, 1988). A qualitative research design may support and combine theory testing and generation (Lee, 1999). Qualitative research does not require and justifies probabilistic sampling (Merriam, 1998, p. 61). Patton (1999, p. 1190) argues that, "it need not be antithetical to the creative aspects of qualitative analysis to address issues of validity and reliability". Other research methodologies such as case replication (Leonard-Barton, 1990) and retrospective event histories (Glick et al., 1990) are designed to overcome some of these problems.

Some approaches to strategic management include action (Birks, 2010; Stringer, 2007) and grounded theory (Strauss & Corbin, 2008), approached that differ from the "detached observer" view of research. Egon Guba describe action research as a reaction to the search for common, general findings (Stringer, 2007, p. ix) that combines qualitative and quantitative research methods in a close involvement in specific situations. Personal experience and involvement supports grounded theory approach that provides insights for the etic/emic analyses although it may result in a limited range of possibilities because the difficulties to become an impartial observer.

Qualitative studies are being the target of criticism which considers has limitations because they are subject to the researcher bias, non-replicability and labor intense (Van de Ven & Huber, 1990). It is also criticized the impartial observer view of detached researchers (Guba & Lincoln, 1994) as unrealistic, because their subjectivity. The concept of "street-level epistemology" (Hardin, 2002 states that information and views are passed on from others, including academic disciplines.

6. STRATEGIC MANAGEMENT RESEARCH

As a field of strategic management advances, so should its level of research methodological rigor. Research methodology improves the scientific background and framework of strategic management, and contributes to enhance confidence in the results and findings generated. McGuire (1986) argues that researchers and managers can benefit from each other if their needs and modes of thinking are compared. Both have to abstract the general theoretical principles to be applied to specific situations and to assess the generalizability of their conclusions. Bower (1982) argues that research in strategic management should concentrate on issues of concern to the top management of the firm to enrich the field by well-structured problems although it may emerge the problem of rewarding academics.

The interest in strategic management research has been increasing over the last three decades. Research methods in strategic management have evolved over time growing since its inception in the late 1970s (Bowman, Singh & Thomas, 2002; Kay, McKiernan & Faulkner, 2003; Mintzberg, Ahlstrand, & Lampel, 1998). Some academic papers presented the research methodological implications in a broad overview of strategic management's development, such as hypothesis formulation, quantitative and qualitative analytic tools among other important methodological issues (Hitt, Gimeno and Hoskisson, 1998). Empirical strategy papers increased in number and in diversity of topics to create a strong research stream in strategic management. However, there is a relatively limited set of research methodology strategies and analytical procedures in strategic management.

Strategic management is one of the most recent fields of the management discipline (Boyd, Finkelstein & Gove, 2005; Hambrick, 1990). Strategic management has become one of the most popular fields (Bergh, 2001; Ramanujam & Varadarajan, 1989) since a pioneering research by Rumelt (1974) found that "strategy matters" and gives rise to a notable research in the field (Bergh & Holbein, 1997; Greve & Goldeng, 2004). Research in strategic management has focused on some specializations such as strategic leadership, competitive dynamics, restructuring, etc. The large number of topics and subjects covered by strategic management literature gives the idea that it does not have a unified, coherent and integrative scientific field's identity, object of study, research methods, conceptual and theoretical frameworks.

The conceptual, theoretical and methodological frameworks challenged by Williamson's (1975, 1985) model of transaction cost economics, the following investigations on strategic management by Miles and Snow (1978), Meyer (1982), Eisenhardt (1989), and Henderson and Cockburn (1994) produced influential conceptual, theoretical and methodological frameworks.

During the 1980s, different approaches to research methodologies resulted in the new theoretical developments of strategic management; among them the transaction cost economics (TCE) (Williamson, 1975, 1985) that provided theoretical and conceptual frameworks, although it is difficult to capture and measure not observed transaction costs in bargaining and negotiating processes.

Content analysis in strategy research has been improving for the last three decades (Bergh & Holbein, 1997; Boyd, Gove & Hitt, 2005; Shook, Ketchen, Hult & Kacmar, 2004). Bergh & Holbein (1997) looking at longitudinal designs in 203 papers on strategic management from 1980 to 1993 found that more than 90% of the studies had insufficient attention to methodological assumptions, thus, the investigations were affected by type I bias. Sarker and Lee (2001) using a case research methodology in business process engineering to test competing theories, found evidence to refute the dominant technocentric theory and the alternative psychiatric view while providing support to adopt to the source-technical approach.

Bergh & Fairbank (2002) found that strategy researchers reach flawed conclusions and inaccurate findings because when measuring changes they do not recognize the required research methodology. Hitt, Boyd and Li (2004) summarized key content analyses of research methodology employed in strategic management. Ketchen, Boyd and Bergh, D. D. (2008) reviewed the research methods applied in strategic management between 1980 and 2004 observing a growth in the number of articles devoted to strategy topics using empirical tools.

Lohrke (2008), Shook (2008), and Wright (2008a) have reviewed different topics of research methodology, integrating them in a coherent analytical framework and making important contributions to research on strategy methods. These papers review the application of some research methods employing traditional tools and more specialized methods. Among the traditional methodological tools are reviewed meta-analysis, strategic groups, survey data collection, etc. Among the more specialized methods the authors review cause mapping, conjoint analysis, internet data collection, repertory grids, etc. Regarding the content analyses these authors review some conceptual, theoretical and methodological frameworks, such as the resource based-theory, discretion, upper echelons, etc.

Research methods used address theoretical perspectives such as resource-based view, traditional tools such as survey data collection, meta-analysis, etc., and more specialized methods such as internet data collection, conjoint analysis, repertory grids, cause mapping, etc. The methodological practices of strategic management research strength the scientific character of the field to the extent that increase the confidence in the findings resulting from a variety of research designs, sampling, measurement, analysis, and interpretation of results techniques.

Management research is aimed to analyze recent developments in research methodology in strategic management. Organizational location using spatial research methodology in strategic management is a research topic that has called the attention of some researchers such as Dohn and Hahn (2008). Venkatraman (2008) highlights the improvements on research methodological sophistication of the strategic management field.

The research methods used at the different levels of analysis to capture motives, preferences, and decisions of industries, firms, management strategic groups and individuals are very limited in the design, implementation and monitoring strategies. The simplicity of some methods used to analyze multi-level phenomena, such as variance decomposition, is not suitable for more complex analysis of situations. The integrative nature of strategy research leads to an imperative for adoption of multiple theoretical frameworks. Innovations in research methodology provided new insights out of the debate industry versus firm provided new insights.

“...every new innovation consists of a new combination of existing ideas, capabilities, skills, resources etc. It follows logically from this that the greater the variety of these factors within a given system, the greater the scope for new combinations of these factors, that is, new innovations...” (Fagerberg, 2003)

Strategic management has borrowed some research methods and techniques from other fields such as economics, sociology, psychology, politics, and more recently geography, etc.

Research in strategic management influences other fields such as organizational theory (Oliver 1991, 1997) and human resource management (Huselid, 1995; Wright, Dunford & Snell, 2001).

Ketchen, Boyd and Bergh (2008) argue that the research methodology used to analyze strategic management are as robust as the findings generated, although the methods still face some challenges despite the accomplishments. Not all case studies require or have absolute necessity of statistical robustness. However, researchers in strategic management repeat past mistakes of adopting a techno-centric or socio-centric approach without considering the interactions between the social and the technological (Collins, R. S. and Cordon, C., 1997).

7. CHALLENGES FOR RESEARCH METHODOLOGY STRATEGY

New communication and information technologies have changed the pace, volume and nature of available information but also in the methods for analyzing such data. Sources of data are more easily accessible and searchable depending on the type and mix of research methods and techniques used. Analysis of textual information as an input derived from data sources and literature review has many forms and is itself a research (Johnson & Christensen, 2012; McKee, 2003) that may require some quantitative, mathematical and econometric modelling. Meta analyses and combinations of existing knowledge can give valuable insights.

Research methods in strategic management face several challenges due to the methodological limitations for the examination and analysis of the strategy's processes and phenomena complexities. Longitudinal methods help to the analyses of evolving events over time although the complexity, uncertainty and immeasurability variables associated with these phenomena. The strategy phenomena pose a challenge for researchers due to the multidimensional nature of constructs. Strategic management might be enriched through inclusion and use of alternative techniques in addition to conventional tools.

The strategies of research in strategic management should consider the actions and interactions of all agents and actors involved in organizational activities. Research on the processes of formulation, design and implementation of strategies in organizations has called the attention not only of scientists, scholars and practitioners but also common people interested in the topic, despite the fact that the research methods have limitations.

Research methodology still has plenty of perverse problems that limit the application of research findings in design, measurement and analysis. Research methodological practices prevail that provide limited insights in strategic management.

Less developed economies have a small budget for scientific research, innovation and technology transfer. It is difficult to introduce new research methodologies in less developed countries where the scientific culture is not widely promoted and adapted as the common ground among the scientific community. "Conventional wisdom" (Galbraith, 1999) considers that group cultural and political influences shape dominant views. Strategies for engaging strategic management researchers and scholars with new types of research methods and resources and new ways of practicing and working with them require sensitivity to the existing scientific cultures and practices. If researchers in strategic management want to be effective in optimizing the use and exchange of research methodology and resources, they should be more sensitive to the practices and cultures of different research communities.

Samik-Ibrahim (2000) proposes a grounded theory methodology (GTM) in a developing country at the stage where research activities have a lot of obstacles and many shortages such as low effectiveness-productivity and efficiency, lack of funding, etc. Grounded Theory Methodology (GTM) is a "general method of comparative analysis" to discover the theory with four central criteria: Work or generality, relevance or understanding, fit or valid, and modifiability or control.

The future research in strategy process research has the tendency to be more holistic, more integrative, with an emphasis on teamwork, corporate management and be more oriented and supportive of action research methodologies (Hitt, 1998). Future research in strategic management phenomena will include integration of multiple theoretical and empirical complex models supported by sophisticated statistical tools such as structural equations modeling and multinomial logit analysis.

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