



Index

- a priori method, 22, 75, 140
- a posteriori knowledge, 10
- abduction, 21
- absorptive capacity (ACAP), 79
- abstraction, 135
- accessible population, 107
- alternative hypothesis, 194
- analytic surveys, 169
- assigned research problem, 50
- ATLAS.ti, 146
- attractive nuisance, 130
- average variance extracted (AVE), 251
- axial coding, 135

- bar charts, 183
- bias
 - common method bias, 234
 - method bias, 149
 - non-response bias, 165
 - omitted variable bias, 224
 - semi-structured interviews, 115
- bibliography, 287
- binomial logit regression, 230
- bootstrapping, 252

- capabilities (CAPS), 213, 238
- CAQDAS (computer-assisted qualitative data analysis software), 146, 273
- case studies
 - analysis, 142
 - comparative, 103
 - deductive, 111
 - definition, 101
 - design stage, 105
 - disconfirmation stage, 106
 - drift stage, 105
 - focus groups, 108
 - generalization, 150
 - inductive, 111
 - matrix analysis, 143
 - multiple design, 111
 - prediction stage, 105
 - sampling, 108
 - selection of cases, 106
 - selection strategies, 109
 - single design, 110
 - skills required, 106
 - theoretical sampling, 110
 - training for, 106
 - triangulation, 147
 - history, 149
 - method bias, checking, 149
 - two-step, 149
 - when to use, 103
- categorical variables, 183, 236
 - mean values not applicable, 187
 - no intrinsic order or ranking, 82
- categorization, 134
- category questions, 173
- causation
 - likely direction, 211
- classic experiment model, 66
 - intuition underpinning, 67
 - limited use, 67
 - simplest form, 66
- clear instructions for return of survey
 - instrument, 178
- closed questions, 173
- cluster sampling, 164
- Cochrane-Orcutt method, 224
- codes, 134
- coefficient of determination (R^2), 252
- coefficient of variation (CV), 190
- collinear explanatory variables, 226
- common method bias, 234
- common method variance, 234
- common sense
 - definition, 10
 - non-conscious ideology, 14
 - research, versus, 12–13
 - science, differences between, 16
- communality of variables, 245
- communication, 114
- comparative fit index (CFI), 252
- comparison, 135

- comparison of means
 - paired samples, 197
- composite reliability (CR) values, 251, 258
- computers
 - qualitative research, use in
 - knowledge required, 147
 - program examples, 146
- concept list, 143
- concepts
 - critical role, 39
 - functions of, 39
- conceptual definitions, 40
- conclusions, 285
- confidentiality, 26, 119
- confirmatory factor analysis, 244
- constant comparative method, 136
- construct theory, 21
- construct validity, 86
- content validity, 86
- context of discovery, 39
- context of justification, 38
- continuous variables, 183, 236
 - correlation coefficient, 301
 - interval scale, 82
 - median values, 188
 - ratio scales, 83
- control of corruption (CC), quality of
 - institutions, 202
- convenience sampling, 166
- convergent validity, 87
- correlation coefficient
 - continuous variables, 199
 - ordinal variables, 204
- correlation matrix, 199
- correlations
 - Pearson (product-moment) correlation coefficient, 200
 - strong and weak, 200
- covariance-based SEM (CB-SEM), 251
- cover letter, 178
- critical realism, 18
- Cronbach's coefficient alpha, 245, 247
- cross-cultural research
 - data analysis
 - two phases, 272
 - data collection, 265
 - costs obtaining, 265
 - culture and behaviour, understanding, 268
 - differing definitions, 265
 - emic and etic approaches, 268
 - instrument adapted to culture, 270
 - observation, 269
 - responsibility for accuracy, 266
 - same meaning drawn from question, 270
 - unit of analysis, defining, 267
 - data comparability, 262
 - emic approach, 268
 - enhancing trustworthiness, 273
 - computer assistance, 273
 - equivalence, 273
 - questionnaires, 274
 - etic approach, 268
 - unit of analysis, 270
 - criteria for membership, 272
 - geographic, 271
 - situational context, 272
- cross-sectional design, 71
- cross-table
 - social class, 64
- cultural distance between countries, 227
- cumulative abnormal returns (CAR), 256
- customer satisfaction, 79, 83
- data analysis
 - case studies, *see case studies*
- data collection
 - focus groups, 124
 - advantages, 126
 - conducting, 126
 - disadvantages, 126
 - interviews
 - controlling, 122
- data display, 133
- data reduction, 132
- deception, 26
- deduction, 20
 - process, 19
- deductive case studies, 111
- deductive reasoning, 20
- definitions, 39
 - conceptual, 40
 - operational, 40
- degrees of freedom, 192
- demonstrated validity, 146
- descriptive surveys, 170
- descriptive validity, 146
- dimensionalization, 137
- disturbance term, 216, 223
 - constant variance, 224
 - no systematic relationship, 224
- divergent validity, 87
- dummy variables, 213–14, 237

- emic approach, 268
- empirical generalization, 150
- epistemology, 9
 - debate, 10
 - knowledge based on sense and experience, 10
- equivalence, 86, 273
- estimation window, 254
- ethics, 23
 - legality and illegality, 25
 - moral responsibility, 24, 27
 - factors influencing, 28
 - negligence and legal action, 25
 - problem formulation, 24
 - public interest, 28
 - researcher–participant (subject) relationship, 26–7
- etic approach, 268
- event studies
 - time limits, 254
- event study analysis, 253
 - applicability, 256
 - cross-border acquisitions, 258
 - estimation procedure, 249
- event window, 254
- executive summary, 282
- expected variability, 169
- experimental studies, 179
 - advantages, 179
 - disadvantages, 180
- explanatory power, 222, 233, 239
- explanatory variables, 211
 - collinear, 226
 - common method variance, 234
 - effect sizes, 235
 - multiple regression model, 221
 - omission of, 224
 - statistical significance, 234
 - testing joint significance, 232
- exploratory factor analysis, 244
 - job-related burnout on oil rigs, 246
- export performance, 213
- external validity, 68

- face validity, 86
- factor analysis
 - confirmatory, 244
 - exploratory, 244, 246
 - two main applications, 243
- factor extraction, 244
- factor rotation, 244
- factor scores, 245

- falsification, 48, 150
- feedback loops, 34
- field experiments, 179
- figures
 - shortage of in report, 280
- final report
 - oral presentation, 288
 - structure, 281
 - bibliography, 287
 - conclusions, 285
 - executive summary, 282
 - findings, 284
 - footnotes, 286
 - introduction, 283
 - methodology, 284
 - problem statement, 283
 - references, 287
 - table of contents, 282
 - theoretical background, 283
 - title page, 282
- writing, 276
 - appearance, 281
 - assessment criteria, 277
 - audience, 277
 - for publication, 290
 - form and style, 280
 - format, 278
 - headings, 281
 - language and flow, 279
 - purpose, 276
 - readability, 278
 - strengths and weaknesses of methods, 277
- findings, 284
- Fisher–Pearson coefficient of skewness (SK)
 - calculating, 190
 - decision criterion, 191
- focus groups, 108, 124, 126
 - advantages, 126
 - conducting, 126
 - disadvantages, 126
- footnotes, 286
- format questionnaire, 178
- frictions, 13

- garbage-can models or decisions, 46
- Gauss–Markov theorem, 223
- generalizable validity, 146
- government effectiveness (GE), quality of
 - institutions, 202
- grounded theory, 100, 142

- heteroskedasticity, 230
- histogram, 183
- historical review, 99
- homoskedasticity, 223
- hypothesis testing, 231
 - common method variance, 234
 - effect sizes, 234
 - explanatory variables, 232
 - four basic steps, 192
 - individual regression coefficients, 231
- independent samples
 - comparison of means, 195
- individualism versus collectivism
 - dimension (IDV), 227
- inducement, 178
- induction, 20
 - process, 19
- inductive case studies, 111
- inductive reasoning, 20
- indulgent societies (IND), 227
- inferences, 191
- integration, 138
- intended contribution of research, 38, 58
- internal consistency, 86, 245, 287
- internal validity, 68
- international research, *see* cross-cultural research
- interpretative validity, 146
- interpretivism, 18
- interval scale, 82
- interviews
 - advantages, 116
 - analysis of research problem, 117
 - confidentiality issues, 119
 - confirmation letter, 119
 - contacting subjects, 118
 - controlling, 122
 - disadvantages, 116
 - drafting questions, 117
 - initial discussion, 121
 - language style, 121
 - leading questions, 121
 - pilot study, 117
 - post-interview notes, 123
 - pre-interview preparation, 120
 - recording information, 119
 - relationship with interviewee, 122
 - resource availability, 119
 - reward for respondents, 119
 - semi-structured, 115
 - sensitive questions, 123
 - structured, 115
 - time limits, 117
 - time management, 122
 - unstructured, 115
- introduction, 283
- inverse U-shaped relationship, 217
- iteration, 138
- judgement (purposive) sampling, 166
- knowledge development, 9
- laboratory experiments, 179
- Likert scales, 82, 175, 230
- linear relationship, 215–16
- living standards, 79
- long and complicated sentences, 280
- longitudinal design, 73
- long-term orientation (LTO), 227
- mail questionnaires, 171
- maintained hypothesis, 233
- mapping, 41, 89–90
- market model
 - estimation
 - individual firms, 255
 - ordinary least squares (OLS), 255
 - window, 254
- masculinity versus femininity dimension (MAS), 227
- matrix display, case analysis, 143
- mean, 187
- measures of dispersion, 188
- median, 188
- method bias, 149
 - common, 234
- method of authority, 22
- method of intuition, 22
- method of science, 22
- method of tenacity, 22
- methodology, 284
- mode, 188
- moral responsibility, 24, 27
 - factors influencing, 9
- multicollinearity, 226
- multi-item scales, 83
 - construct measurement
 - advantages, 84
 - SEM, and, 85
- multinomial logit regression, 230
- multiple choice questions, 173
- multiple design case studies, 111

- multiple regression
 - estimation methodology, 219
 - coefficient of determination, 221
 - cultural distance between countries, 227
 - multicollinearity, 226
 - nominal or ordinal dependent variables, 230
 - omission of relevant explanatory variables, 224
 - ordinary least squares (OLS), 219, 223
 - residual scatter plot, 228, 239
 - export performance
 - determinants, 211
 - linear relationship, 215
 - operationalization of variables, 213
 - ordinary least squares (OLS), 236–8
 - quadratic relationship, 217
 - semi-logarithmic relationship, 216
 - time lags, 219
 - features of a good model, 239
 - hypothesis testing, 231
 - common method variance, 234
 - effect sizes, 234
 - explanatory variables, 232
 - individual regression coefficients, 231
 - statistical significance, 234
- NVivo, 146, 273
- national culture
 - individualism versus collectivism
 - dimension (IDV), 227
 - indulgent societies (IND), 227
 - long-term orientation (LTO), 227
 - masculinity versus femininity dimension (MAS), 227
 - power distance dimension (PDI), 227
 - uncertainty avoidance dimension (UAI), 227
- negative linear relationship, 215–16
- negative semi-logarithmic relationship, 217
- nominal scale, 81
- nominal variables
 - operationalization, 82
 - ordinal variables, relationship between, 206
- non-normal distribution, 190
- non-parametric tests, 299
- non-probability sampling, 162, 166
- non-response, 162
- non-response bias, 161
- non-sampling error, 162
- normal distribution, 186
- notify possible respondents in advance, 178
- null hypothesis, 192
- observations
 - advantages and disadvantages, 111
 - contrived setting, 113
 - field observation, 112
 - human, 113
 - mechanical method, 113
 - non-participant, 113
- omitted variable bias, 224
- one-shot case study, 71
- ontology, 9
- open coding, 134
- open questions, 172
- operational definitions, 40
- operationalization of variables, 79, 213
- oral presentation of report, 288
- ordinal logistic regression, 230
- ordinal scale, 82
- ordinal variables
 - correlation coefficient, 204
 - nominal variables, relationship between, 206
 - operationalization, 82
- ordinary least squares (OLS), 219, 236–8
- paired t-test, 197
- panel data, 73
- parameters
 - population, 191
 - estimates only, 192
 - null hypothesis, 192
- parametric tests, 299
- parsimonious model, 239
- parsimony, 238
- partial least squares SEM (PLS-SEM), 251
 - green innovation, 253
 - interpreting, 251
- past literature, 45
 - importance for study, 57
 - intended contribution of study, 58
- pattern matching, 142
- Pearson (product-moment) correlation coefficient, 199–200, 203
- peer pressure, 28
- personal and professional experiences, 50
- personal interviews, 171
- pilot study, 117

- political stability and absence of violence (PS), quality of institutions, 202
- population
 - accessible, 107
 - definition, 161, 191
 - empirical generalization, 150
 - linear regression model, 220
 - non-response bias, 165
 - null hypothesis, 192
 - representative sample, 126
 - sample size, 168
 - stratified sample, 164
 - target, 106
- positive linear relationship, 215
- positivism, 18
- post-modernism, 18
- power distance dimension (PDI), 227
- pragmatism, 18
- pre-interview preparation, 120
- primary data, 153
 - three advantages, 160
 - two main disadvantages, 160
 - types, 159
- probability sampling, 162–3
 - cluster sampling, 164
 - non-probability sampling, 166
 - non-response bias, 165
 - simple random sampling, 163
 - stratified random sampling, 164
 - systematic sampling, 164
- problem formulation, 24
- problem statement, 283
- problem structure, 62
 - causal research, 64
 - descriptive research, 64
 - explanatory research, 63
- public interest, 28
- purpose of book, 3
- p-value, 195
- QSR NUD*IST, 146
- quadratic relationship, 217–18
- qualitative research
 - computers, use of
 - knowledge required, 147
 - program examples, 146
 - data analysis
 - abstraction, 135
 - categorization, 134
 - codes, 134
 - comparison, 135
 - constant comparative method, 136
 - departure from theory, 140
 - dimensionalization, 137
 - display, 133
 - gaining insights, 131
 - grasping the meanings of others, 140
 - grounded theory, 142
 - integration, 138
 - interpretation, 139
 - iteration, 138
 - problems, 130
 - quantifying, 143
 - record keeping, 139
 - reduction, 132
 - refutation, 138
 - reporting procedures, 139
 - seeking patterns in meanings, 140
 - tabulations, 139
- data collection, 97
 - advantages, 99
 - case studies, *see* case studies
 - communication, 114
 - grounded theory, 100
 - historical review, 99
 - interviews, *see* interviews
 - low number of observations, 98
 - observations. *see* observations
 - qualitative versus quantitative methods, 96
 - qualitative versus quantitative methods, difference in emphasis, 97
 - qualitative versus quantitative methods, procedure, 96
 - summary, 111
 - techniques, 98
 - three major components, 99
 - unit of study, 95
- main emphasis, 129
- traditional model, 130
- validity, 146
- quality of institutions, 202
 - Worldwide Governance Indicators (WGI), 202–3
- quantitative data
 - comparison of means
 - independent samples, 195
 - computers, use of, 206
 - continuous variables
 - correlation coefficient, 199
- data analysis
 - event study analysis, *see* event study analysis
 - factor analysis, *see* factor analysis

- hypothesis testing, 191–5
- structural equation modelling (SEM),
 see structural equation modelling (SEM)
- data description
 - bar charts, 183
 - histogram, 183
 - mean, 187
 - measures of dispersion, 188, 190
 - measures of skewness, 190
 - median, 188
 - mode, 188
 - scatter plot, 186
- ordinal variables
 - correlation coefficient, 204
- paired samples
 - comparison of means, 197
- variables, correlations between, 206
- quantitative research
 - data collection
 - experimental studies, *see* experimental studies
 - primary data, 153, *see also* primary data
 - sampling, *see* sampling
 - secondary data, *see* secondary data
 - survey research, *see* survey research
 - techniques, 98
 - questionnaires
 - construction guidelines, 175–6
 - design, 172
 - improving response rates, 178
 - types, 171
 - quota sampling, 166–7
- ranking questions, 174
- rating questions, 175
- ratio scale, 83
- readership of book, 5
- record keeping, 139
- redundancy of data, 130
- references, 287
- refutation, 138
- REGION variable, 213
- regression analysis, 210
 - explanatory variables, effect of, 234
 - judgment, and, 240
 - multiple regression, *see* multiple regression
- regression sum of squares (SSR), 222
- regulatory quality (RQ), quality of institutions, 202
- representative sample, 162
- research
 - abduction, 21
 - common sense, versus, 13, *see also* common sense
 - deduction, 19–20
 - deductive reasoning, 20
 - different orientations
 - process, 16
 - summary, 18
 - ethics, 23
 - legality and illegality, 25
 - moral responsibility, 24, 27–8
 - negligence and legal action, 25
 - problem formulation, 24
 - public interest, 28
 - induction, 19
 - inductive reasoning, 20
 - knowledge skills, 22
 - making judgements, 11
 - ongoing process, 23
 - purpose of, 13
 - qualitative, *see* qualitative research
 - quantitative, *see* quantitative research
 - theory or data first, 21
 - understanding phenomena, 10
- research design
 - choice of, 36
 - choice of model, 61
 - classic experiment model, 66
 - intuition underpinning, 67
 - limited use, 67
 - simplest form, 66
 - cross-sectional design, 71
 - errors, 62
 - longitudinal, 73
 - panel data, 73
 - problem structure, 62
 - causal research, 64
 - descriptive research, 64
 - explanatory research, 63
 - requirements, 74
 - a priori method, 75
 - choices and decisions, 76
 - time-series data, 72
 - validity threats, 67
 - types, 68
- research measurement
 - improving, 87
 - interval scale, 82
 - mapping, 89
 - multi-item scale, 83

- research measurement (cont.)
 - advantages, 85
 - SEM and, 85
 - nominal scale, 81
 - operationalization of variables, 78
 - ordinal scale, 82
 - ratio scale, 83
 - reliability
 - construct validity, 86
 - content validity, 86
 - convergent validity, 87
 - divergent validity, 87
 - three attributes, 85
- research problems
 - capturing, 35
 - ideas
 - past literature, 45
 - sources, 46
 - identifying, 47
 - asking questions, 47
 - sources of problems, 50
 - structured/unstructured, 49
 - vague and general, 48
 - models in research, 52
 - descriptive, 54
 - explanatory, 55
 - guidance, 57
 - key characteristics, 52
 - predictive/forecasting, 56
 - structured, 53
 - value chain, 54
 - past literature
 - importance for study, 57
 - intended contribution of study, 58
 - purpose, 50
- research process
 - concepts
 - critical role, 39
 - functions of, 39
 - cross-cultural dimension, managing, 262
 - definitions, 39
 - distinct stages, 33
 - empirical measurements, 36
 - ethical issues, 26
 - illustrative example, 33
 - knowledge, producing, 37
 - levels of research, 36
 - methods, 42
 - research before theory, 38
 - theory
 - definition, 41
 - purpose, 42
 - theory before research, 38
 - topic and problem, relationship, 35
- researcher–participant (subject)
 - relationship, 25
 - ethical concerns, 26–7
- residual scatter plot, 228
 - OLS regression of export performance, 239
- restricted hypothesis, 233
- root-mean-square error of approximation (RMSEA), 252
- rule of law (RL), quality of institutions, 202
- sample regression line, 220
- sampling
 - basic terminology, 161
 - cluster sampling, 164
 - frame, 162–3
 - non-probability sampling, 166
 - non-response bias, 165
 - probability, 163
 - sample size, 168
 - simple random sampling, 163
 - stratified random sampling, 164
 - systematic sampling, 164
- sampling error, 162
- scatter plot, 186
- scepticism, 10
- secondary data, 153
 - advantages, 158
 - disadvantages, 158
 - selected commercially available sources, 157
 - selected publicly available sources, 158
 - usefulness of, 154
- SECTOR variable, 214
- selective coding, 135
- semi-logarithmic relationship, 216–17
- semi-structured interviews, 115, 171
 - bias, 115
- sigma, 187
- significance level, 193–4
- simple random sampling, 163
- single design case studies, 110
- size of firm, 79, 213
- skewed distributions, 191
- skewness, 190
 - Fisher–Pearson coefficient (SK)
 - calculating, 190
 - decision criterion, 191
- slope of the relationship
 - linear, 216

- quadratic, 218
- semi-logarithmic, 217
- Spearman correlation coefficient, 204–5
- spoken and written language, differences, 280
- sponsor, 178
- stability, 85
- standard deviation, 190
- state of nature, 193
- stratified random sampling, 164
- structural equation modelling (SEM), 247
 - estimating, 250
 - advantages, 250
 - complementary procedures, 251
 - green innovation, 252
 - path diagram, 250
 - visualization of, 249
- structured interviews, 115
- structured problems, 62
- student's t-test, 195
- sum of squared residuals (SSE), 221
- survey research
 - analytic, 169
 - descriptive, 170
 - email or website questionnaires, 171
 - mail questionnaires, 171
 - questionnaires, 171
 - construction guidelines, 175–6
 - design, 172
 - improving response rates, 178
 - semi-structured interviews, 171
 - telephone/video interviews, 172
- systematic sampling, 164

- table of contents, 282
- tables
 - shortage of in report, 280
- tabulations, 139
- target population, 106
- technical literature, 50
- telegraphic style, 280
- telephone/video interviews, 172
- theoretical background, 283
- theoretical generalization, 150
- theoretical sampling, 110
- theoretical studies, 36
- theoretical validity, 146
- theoretically grounded regression model, 239

- time-series data, 72, 74, 187
- title page, 282
- total sum of squares (SST), 222
- transaction costs, *see* frictions
- trans-disciplinarity in research, 13
- triangulation, 36, 147
 - history, 149
 - method bias, checking, 149
- two-step case study, 149
- Type I error, 193–4
- Type II error, 193, 195

- uncertainty avoidance dimension (UAI), 227
- uniform distribution, 186
- unit of analysis
 - criteria for membership, 272
 - cross-country research, 272
 - defining, 271
 - geographic scope, 271
 - situational context, 272
- units of observation
 - cross-sectional design, 71
 - longitudinal design, 73
 - panel data, 73
- unstructured interviews, 115
- unstructured problems, 63
- use of terminology, 280
- use of book, 7
- U-shaped relationship, 215

- validity
 - qualitative research, 146
- validity threats, 67
 - types, 68
- value chain, 54
- variance
 - average variance extracted (AVE), 251
 - common method, 234
 - disturbance terms, 224
 - inflation factor (VIF), 226
 - regression sum of squares (SSR), 222
 - total sum of squares (SST), 222
- voice and accountability (VA), quality of institutions, 202

- weighted least squares (WLS) method, 224
- World Bank
 - Worldwide Governance Indicators (WGI), 202–3