


# Research Methods for Strategic Management

*From Giovanni B Dagnino*

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The field of strategic management has developed significantly since its birth from "business policy" and "business planning" in the 1960s. Pioneering studies were essentially normative, prescriptive, and often based on in-depth case studies. The evolution of strategic management into a respected field of academic study resulted from the adoption of research methods previously employed in economics. Today, research in strategic management is likely to employ a mixture of methods borrowed from related and unrelated disciplines, such as politcal sciences, psychology, neuroscience, and behavioral economics, which can be confusing to researchers new to the field.

This book provides the reader with a broad introduction to the array of qualitative and quantitative research methods required to investigate strategic management. Throughout the book, strong emphasis is placed on practical applications that transcend the mere analysis of the theoretical roots of single research methods. The underlying result is a book that encourages and aids readers to "learn by doing" – in applying the implications of each chapter to their own research.

This text is vital reading for postgraduate students and researchers focused on business strategy.

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## Editorial Review

Review

**'This fascinating book is a valuable companion to post-graduate doctoral courses introducing students to the broad range of opportunities available for the study of strategic management. It offers a comprehensive overview of well established and emerging research methods in strategic management, without privileging a particular perspective or research tradition, but acknowledging the methodological richness that characterizes current research on strategy.'** - Davide Ravasi, Professor in Strategic and Entrepreneurial Management, Cass Business School, City University London, UK

**'This volume features novel research designs and methodological approaches for scholarship in strategic management. It provides an invaluable set of contributions on frontier topics that span quantitative and qualitative research methods. It will be a precious guide and reference source for scholars as well as students.'** - Jeffrey J. Reuer, Guggenheim Endowed Chair and Professor of Strategy and Entrepreneurship, University of Colorado, USA

**'Strategic management research has grown significantly in its rigor. This book makes an important contribution to this fast growing body of research, covering an impressive range of quantitative and qualitative methods and tying them to theory building and testing. The approaches discussed are carefully and methodically presented in an organized fashion. Dagnino and Cinici do a great job in making the material easily accessible and useful to researchers. I strongly recommend this book for serious scholars.'** - Shaker A. Zahra, Robert E. Buuck Chair & Professor of Strategy and Entrepreneurship, University of Minnesota, USA

**'For academics in the field of Strategy who aspire to undertake research that is rigorous and robust, this wonderful book is a goldmine! It brings together a host of research methods to guide the investigation and make the research journey more rewarding. This book is academically rigorous, practical and easy to read. It belongs on the shelf of every researcher exploring business strategy.'** - Costas Markides, Robert Bauman Chair of Strategic Leadership and Professor of Strategy and Entrepreneurship, London Business School, UK

**'This edited book on research methods in strategic management offers useful guidelines for scholars interested in designing and executing their research projects. Instead of echoing methods that are commonly taught in research methods courses, this book highlights some less popular approaches and emerging trends that can be adopted from related fields, such as psychology, linguistics, and neuroscience. The chapters review relevant literature on these research methods, provide a roadmap for implementing these methods, and illustrate their use in strategic management research. The book offers a good starting point for those interested in specializing in these research methods.'** - Dovev Lavie, Professor of Strategic Management, Technion-Israel Institute of Technology, Israel

**'I have been waiting this book! Of course there is a range of books on research methods but none are dedicated to strategic management and so few, if any, describe and explain practically so many methods. I am particularly impressed by the diversity of methods, the equal emphasis given to**

**qualitative and quantitative methods and by the attention given to the increasingly popular mixed method approach. A must read.'** - Véronique Ambrosini, Professor of Management, Monash University, Australia

About the Author

**Giovanni Battista Dagnino** is Professor in the Department of Economics and Business of the University of Catania, Italy and Visiting Professor at the Tuck School of Business at Dartmouth, USA. He has authored/edited eleven books and several articles in leading management journals.

**Maria Cristina Cinici** is Assistant Professor of Business Economics and Management at the Department of Economics of the University of Messina, Italy.

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