

Solved By ABDUL SABOOR
Mb120400120@vu.edu.pk
Dr7wb@yahoo.com
Cell=0334-7165488

**I have just get data from your paper, please rewrite in your own words,
either it will be marked ZERO**

Using mixed methods designs in the Journal of Business Research, 1990–2010

The intention of this piece of writing is to look at the mix method research plan. There is a need to understand mixed method research in business research because there is not a big work in this field but there is still a need to understand which study call for mix modal approach so there is a need to understand about its principles. In business research we can identify it with multi method and mix method names. This is most popular term and mix data from qualitative as well as quantitative side.

Study aim to investigate the use of both data (qualitative, quantitative) in a single project or research. This study provides an overview of mixed method design types and examination of how these designs are successfully in use. This is very beneficial for business students because it's provide them understanding for a new and batter approach and giving them rational for conducting mix method design and challenges attached with them.

Until recently the extent to which marketing research used mix method approach was not much familiar. This investigation extends the framework for looking at such a design type to a broader business context. Framework also help a to advance a common language for business scholars using mix method approach. Its find that finds that mixed methods scholars have a difficult time identifying exemplary mixed methods research and an absence of “best practice” templates from which to draw upon when it comes to combining what they find. This study address this issue by providing guidance and direction for researchers, offering recommendations and examples of research employing different design types. An understanding of mixed method design types equips researchers with knowledge to decide and choose the appropriate design to address particular research questions, provides a methodological foundation for which to conduct mixed method research and helps anticipate and resolve challenges.

. This study involves a content analysis of 2072 articles published between 1990 and 2010 in the Journal of Business Research. Seventeen mixed method studies implemented data collection procedures sequentially (68%), six implemented them concurrently (24%), and two combined both sequential and concurrent procedures (8%). On the whole, priority skews more toward quantitative strands with ten articles prioritizing quantitative data (40%), three articles prioritizing qualitative data (12%), and twelve articles prioritizing both equally (48%). Business scholars recognize the benefit of mixing qualitative and quantitative research.

The study here examines the extent to which mixed method designs types are in use, and identifies what trends, or patterns, can be found through an analysis of studies published in the JBR. An evaluation of studies asking similar questions in other disciplines suggests that dominant mixed method design types vary across disciplines. For example, other disciplines have been found to use predominantly convergent designs, or an evenly distributed combination of the concurrent and sequential designs. In marketing found that an overwhelming majority of the design types employed were sequential designs.

The present study adds evidence that the trend in business research is to use qualitative data to develop quantitative follow-ups. Explanations for this trend could be the influence of commercial business research with its focus on preliminary focus groups that lead to “empirical” quantitative investigations and textbooks that suggest that the purpose of qualitative research is to develop hypothesis that can then be quantified.

The subjective nature of our selection criteria is acknowledged however, the author believes this presentation of the state of mixed methods research design usage at the Journal of Business Research offers scholars a comprehensive review of the literature.

It is important to note an additional weakness of the selection criteria involves the nature of the review process that may have resulted in the removal of qualitative or quantitative content, due to space limitations and resulting manuscript streamlining. Quantitative research is more apt for answering questions about relationships between specific variables, and questions of who where, how many, and how much. Qualitative research is more apt for answering why and how questions. Understanding meanings attached to experiences of individuals and organizations is the hallmark of good qualitative research.

In sum, for scholars interested in mixing data types this paper highlights and offers the following recommendations. First, understand the definition of mixed method research Mixed methods research gathers and analyzes both data strands, Understanding the tenets of both quantitative and qualitative analysis ensures the development of good mixed methods research. Second, identify the appropriate design type In general terms, exploratory designs are employed when researchers want to test or generalize qualitative results to a larger population. Third, incorporate mixed methods design procedures. Scholars should recognize, define, utilize, and cite mixed method principles. . Fourth, integrate both data strands. Scholars should develop mixed methods research question. . Fifth, recognize the challenges of incorporating mixed methods. Mixed methods research requires an investment in time, resources, and skills that may hinder the research process However, for certain research questions it offers an advantage over other methodological approaches.