



# Mixed Methods Research in Business and Management

GUEST EDITORS: Roslyn Cameron and José F. Molina-Azorín

## ORDER FORM / TAX INVOICE



This special issue is also published as Volume 5/3 of *Multiple Research Approaches*

ISBN: 978-1-921348-95-2      Length: ii+110 pages      Format: s/c      Available: Now

**Price:** GST included for Australian customers; Postage \$7.50 per title within Australia.

- P&H for overseas orders charged at cost and amount on final invoice.
- To be eligible for an individual rate an order must be delivered to a home address.
- Discount of 20% on individual rate available for students. Proof of eligibility must be enclosed with order.
- **One (1) discount per customer.**
- Due to bank fees and administration costs a 4% service fee will be added for credit card payments.
- For credit card payments in USD amounts are converted to AUD for processing. Exchange rates may vary.
- Customers in Australia, New Zealand and the Pacific charged in AUD. All others charged in USD.
- **Contact the Publisher for discounts on bulk orders or course adoptions (evaluation copies available).**

\*Send flyers on related titles:  Health Care  Management and Organisation  Education and Training  Indigenous Studies

Title:	Mixed Methods Research in Business and Management	
	<i>Institutional</i>	<i>Individual</i>
Price	\$ 145.00	\$ 77.00
Number of copies		
<b>Less Student discount 20% (see above)</b>		
Subtotal		
<b>Add postage &amp; handling @ \$7.50 (see above)</b>		
<b>Add 4% fee for credit card purchases</b>		
<b>TOTAL USD/AUD</b>	<b>\$</b>	<b>\$</b>

**Payment**

- By bank transfer to **Bank:** mecu Limited, **BSB:** 313-140, **Account No:** 14073170 **Ref:** \_\_\_\_\_ **OR**
- By PayPal transfer to info@e-contentmanagement.com **OR**
- A **cheque/money order** payable to eContent Management Pty Ltd is enclosed **OR**
- Please charge this purchase to my:       MasterCard       Visa

My full card number is: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_      Expiry date: \_\_\_\_/\_\_\_\_

Cardholder's name (print): \_\_\_\_\_      Signature: \_\_\_\_\_

Name of Institution	Contact name & position
Street address (or PO Box)	
State	City
Country	Post / Zip Code
Tel (with area code)	Fax (with area code)
Email	Your Reference

**Fax the completed order form or post with cheque to:**

**eContent Management Pty Ltd**  
PO Box 1027, Maleny  
Queensland 4552, Australia  
SAN 902-4964

**Fax: +61 (0)7 5435 2911**  
**Tel: +61 (0)7 5435 2900**  
Email: [subscriptions@e-contentmanagement.com](mailto:subscriptions@e-contentmanagement.com)  
[www.e-contentmanagement.com](http://www.e-contentmanagement.com)

## Mixed Methods Research in Business and Management

Special Issue of *Multiple Research Approaches*

Volume 5 Issue 3 December 2011

ii+110 pages ISBN 978-1-921348-95-2

Editors:

**Roslyn Cameron**, Southern Cross University (Australia) *and*

**José F. Molina-Azorín**, University of Alicante (Spain)

Contributions are invited to a special issue of the *International Journal of Multiple Research Approaches* (IJMRA) dedicated to Mixed Methods in Business and Management Research.

Many research fields have adopted and accepted mixed methodologies, such as: Education; Evaluation; Sociology; Health Sciences; Nursing and Psychology. In these fields, books about mixed methods are edited, studies using this approach are published in discipline based journals (sometimes in special issues devoted to this type of research), and literature reviews on the use and application of mixed methods research are carried out. However, the application of mixed methods research in Business and Management has seldom been studied.

Management is a diverse field with many disciplines represented which draw upon an array of theoretical foundations and frameworks. This range and diversity in Management research is reflected in a similar diverse range of research approaches employed. The use of multiple theoretical foundations, the diverse scope, range and complexity and trans-disciplinary nature of Business and Management research, all contribute to an impetus for the utilization of mixed methods in this field. A major premise behind the use of mixed methods is that it can provide more insight and a deeper understanding of the phenomenon being studied than a single method.

The issue will address relevant issues with regard to the use of mixed methods research in Business and Management research, specifically when, why and how this methodological approach is adopted in these fields.

The issue would like to invite papers on epistemology in business and management domains, examples of studies combining qualitative and quantitative approaches in Business and Management research, advantages in using a mixed methods approach in these fields, problems and challenges in integrating various research approaches, and theoretical and practical implications of conducting mixed methods research in business and management research.

The issue would also like to explore the experiences of those referred to by Creswell, Tashakkori, Jensen and Shapley (2003) as the 'first generation' of faculty that master and teach mixed methods research. Submissions are encouraged from 'first generation' business and management mixed methods researchers who are teaching mixed methods within business and management schools and the challenges they face in introducing mixed methods into institutional- and faculty-based mainstream research capacity-building and training.