RESEARCH METHODS

For Business Students

NINTH EDITION
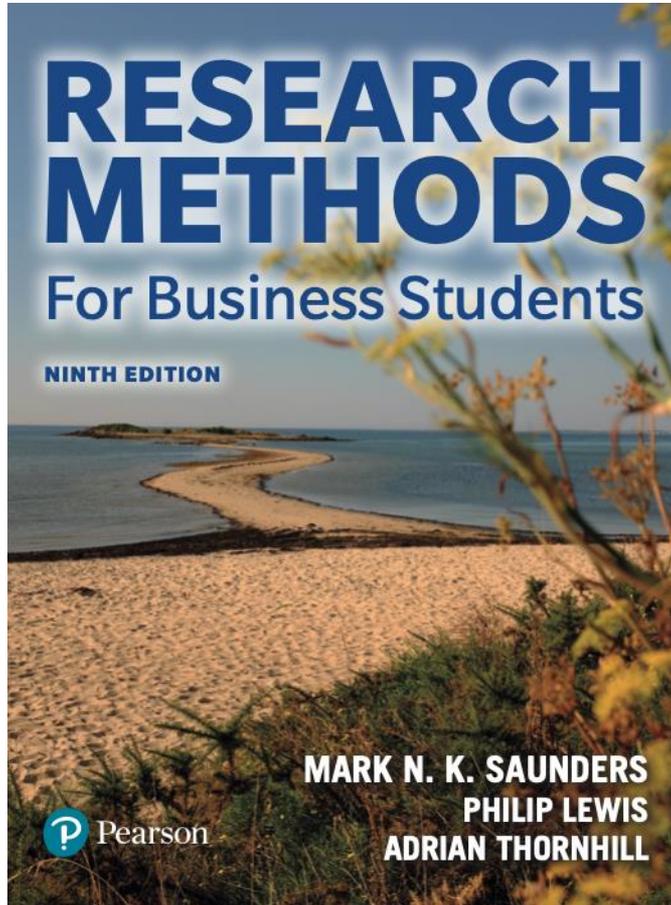
MARK N. K. SAUNDERS
PHILIP LEWIS
ADRIAN THORNHILL

Pearson

Weaving Diversity Equity and Inclusion *into* Research Methods for Business Students

Mark NK Saunders
University of Birmingham

With thanks to Kay Richardson and Vicky Tubb for additional materials and ideas

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Overview

❑ Weaving in of equality, diversity and inclusion
  ➢ *partner in learning process*
  ➢ *language*
  ➢ *opening vignettes*
  ➢ *case studies*
  ➢ *boxed examples*
  ➢ *appendices*
  ➢ *accessibility*

❑ Accessibility in digital form
  ➢ Revel
  ➢ etextbook

❑ Teaching de-colonisation using a vignette
  ➢ Relating to philosophical assumptions in research methods

Pearson's Commitment to Diversity, Equity and Inclusion

Pearson is dedicated to creating bias-free content that reflects the diversity, depth and breadth of all learners' lived experiences. We embrace the many dimensions of diversity including, but not limited to, race, ethnicity, gender, sex, sexual orientation, socioeconomic status, ability, age and religious or political beliefs.

Education is a powerful force for equity and change in our world. It has the potential to deliver opportunities that improve lives and enable economic mobility. As we work with authors to create content for every product and service, we acknowledge our responsibility to demonstrate inclusivity and incorporate diverse scholarship so that everyone can achieve their potential through learning. As the world's leading learning company, we have a duty to help drive change and live up to our purpose to help more people create a better life for themselves and to create a better world.

Our ambition is to purposefully contribute to a world where:

• Everyone has an equitable and lifelong opportunity to succeed through learning.
• Our educational products and services are inclusive and represent the rich diversity of learners.
• Our educational content accurately reflects the histories and lived experiences of the learners we serve.
• Our educational content prompts deeper discussions with students and motivates them to expand their own learning and worldview.

We are also committed to providing products that are fully accessible to all learners. As per Pearson's guidelines for accessible educational Web media, we test and retest the capabilities of our products against the highest standards for every release, following the WCAG guidelines in developing new products for copyright year 2022 and beyond. You can learn more about Pearson's commitment to accessibility at:
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Partner in learning process - gender neutral language and engaging, accessible writing style

"Based upon this brief discussion we can already see that research has several characteristics:
• The purpose, to find out things, is stated clearly.
• The data are collected systematically.
• The data are interpreted systematically.
We can therefore define research as a process that is undertaken in a systematic way with a clear purpose, to find things out. Two phrases are important in this definition: 'systematic way' and 'to find things out'. 'Systematic way' suggests that research is based on logical relationships and not just beliefs (Ghauri et al. 2020). As part of this, your research will involve an explanation of the method or methods used to collect the data, will argue..." (page 6)
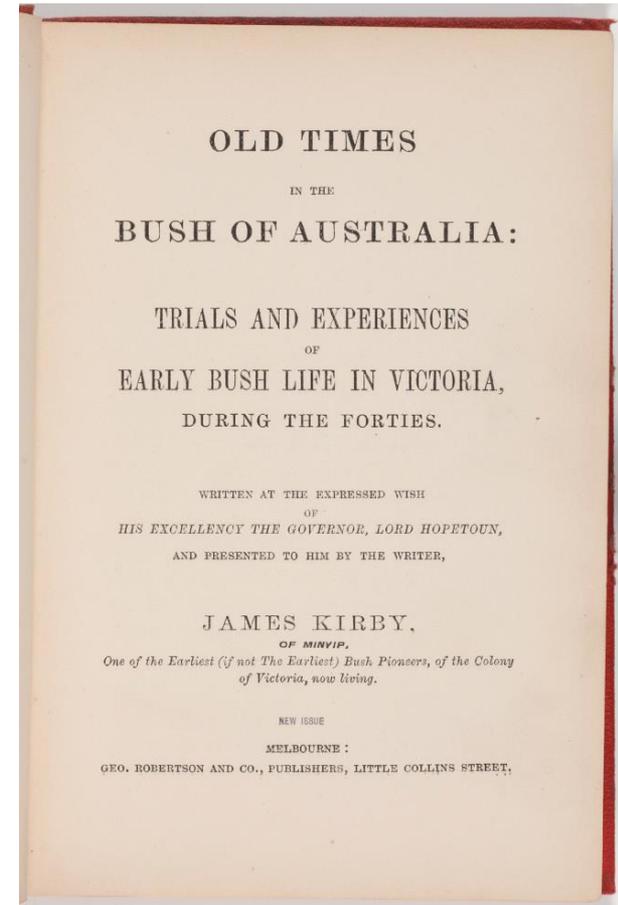
Opening vignette - Decolonisation: beliefs assumptions and life-oppressing decisions

"Our own beliefs and assumptions about how the world operates affect both the data we gather and how we interpret that data. For countries that have been colonised, this is evident in the dominance of settlers' views over those of the indigenous peoples and the need for remedy through decolonisation. Modern Australia, for example, was founded on western, colonial systems that did not include Indigenous First Nation Australians' knowledges, cultures, rights practices and laws, inflicting life-changing trauma on these peoples…" (page 129)

OLD TIMES

IN THE

BUSH OF AUSTRALIA:

TRIALS AND EXPERIENCES

OF

EARLY BUSH LIFE IN VICTORIA,

DURING THE FORTIES.

WRITTEN AT THE EXPRESSED WISH
OF
HIS EXCELLENCY THE GOVERNOR, LORD HOPETOUN,
AND PRESENTED TO HIM BY THE WRITER,

JAMES KIRBY,
OF MINYIP,
One of the Earliest (if not The Earliest) Bush Pioneers, of the Colony
of Victoria, now living.

NEW ISSUE

MELBOURNE:
GEO. ROBERTSON AND CO., PUBLISHERS, LITTLE COLLINS STREET.

Opening vignette - your digital data trail…

"When you awoke this morning, you probably checked your emails and skimmed the news using an app on your mobile phone or tablet…
If you withdraw cash from an ATM, your digital trail will be extended and your location logged and time and date stamped. This tracking occurs wherever you are in the world allowing you to be located in the vicinity of events taking place, such as Sydney's Mardi Gras…" (page 344)

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Case study - Internationalising strategy: developing small firms and their local communities

"Born the son of Yemeni immigrant port workers, Mohammed moved away from home initially to undertake his undergraduate studies… Mohammed is working with three students on an International Consultancy

industryviews/Shutterstock

Project within an engaged scholarship context… The student group hold a meeting with Jamala, the managing director (MD) of a small family run manufacturing firm…

The aim of their research project is to explore the internationalisation strategy of Jamala's firm and propose how to improve it…"(page 229)

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Case study -
Female ride share app drivers' careers in Tehran

"…Being concerned about my access to participants, I debated shifting the focus of my research from female to male taxi drivers, because my friends and family had introduced five male drivers to me. Yet, one of the key motivations for my research was that

Kaveh Kazemi /Getty Images News/GettyImages

female app-based taxi drivers were a new phenomenon in an occupation dominated by males worldwide. It was the recent increase of female taxi drivers in a Muslim-dominant country that had inspired me to explore their career trajectory. Although Iranian women had been granted the right to drive for almost 80 years… (page 336)

Boxed examples
-focus on management research

Box 9.1
Focus on management research

Observing the social impacts of an LGBTQI+ event in a rural community

Lewis and Markwell (2021) undertook research to investigate the social impacts of hosting a Pride event for the first time in a rural community using a qualitative exploratory design combining participant observation and semi-structured interviews.

Box 8.7
Focus on management research

Whistle while you work?

Using audio-visual documents to provide new insights into puzzles

In their 2017 *Organisation Studies* paper, Griffin and colleagues use secondary data to explore socio-cultural expectations about working that prepare young people for their future lives in organisations, a concept they term 'organizational readiness' (Griffin et al. 2017: 869). The secondary data for their research were the 54 animations considered by the Disney Corporation to be their best and most well-known animations, all of which were available in DVD format (now available via streaming services such as Disney[+]).

Boxed examples
-focus on research in the news

Box 11.9 Focus on research in the news

The tale of the Brexit referendum question

By David Allen Green

The referendum question was: 'Should the United Kingdom remain a member of the European Union or leave the European Union?' The question was originally planned to be: 'Should the United Kingdom remain a member of the European Union?' The Electoral Commission assessed the original question and decided: 'We have previously recommended the possibility of either a yes/no question for use at a referendum on European Union membership. However, in this assessment we have heard clearer views, particularly from potential campaigners to leave the European Union, about their concerns regarding the proposed yes/no question. Our assessment suggests that it is possible to ask a question which would not cause concerns about neutrality, while also being easily understood.' The commission thereby recommended the wording used, and this was accepted by government and parliament.

Research had indicated there could be a difference. 'It seemed to reveal there was 4 per cent in what the question was, whether it was a "yes/no" question or a "remain/leave" question.'

FT *Source:* Abridged from 'The tale of the Brexit referendum question', David Allen Green, *Financial Times*, 3 Aug 2017. Copyright © 2017 The Financial Times
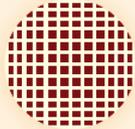
Boxed examples -focus on student research

Box 12.2
Focus on student research

Precision of data measurement

As part of a marketing questionnaire, Rashid asked individual customers to rank up to five features of a new product in order of importance to them. Data collected

Box 12.5
Focus on student research

A spreadsheet data matrix

Lucy was interested in what people videoed with their smartphones when they attended a trade show. Thirty trade show visitors who had used their smartphones consented to allow her to use the video clips they had taken. In all, she had 217 videos to analyse. Lucy decided to treat each video clip as a separate case. In her Excel spreadsheet, the first variable (*id*) was the

Advice on writing

"Finally, you should try to avoid language that assumes the gender of a classification of people. The most obvious example of these is the constant reference to managers as 'he'. This is inaccurate in organisations and gives offence to many people. Those offended will probably include your readers! It is simple enough to avoid (e.g. 'I propose to interview each executive unless he refuses' becomes 'I propose to interview each executive unless I receive a refusal') but often less easy to spot…

Appendix 3 gives more detailed guidance on the use of non-discriminatory language, including the use of non-binary (gender-neutral) pronouns..."
(page 749)

Appendices

"Writing in a non-discriminatory manner is essential in all areas of business and management. The growth of the Black

Appendix 3 Guidelines for non-discriminatory language*

Lives Matter into a global movement has emphasised the inherent white supremacy in much of society including its organisations (Black Lives Matter nd)…

The task of ensuring that the language you use is non-discriminatory may at first seem difficult. However, it is crucial that you do so…" (page 807)
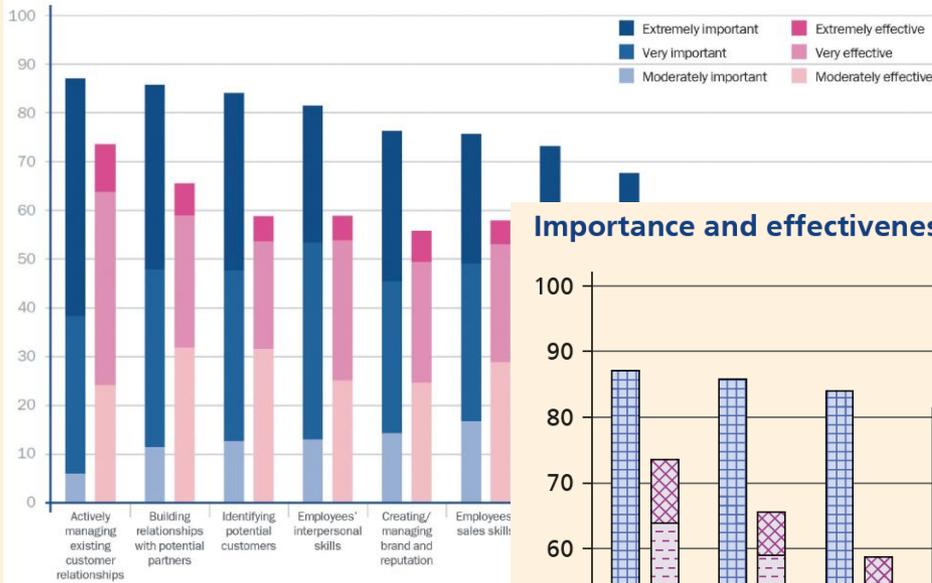
Guidelines for no-discriminatory language

❑ Racist terms and race neutral alternatives

❑ Gender-specific terms and gender-neutral alternatives

❑ Pronouns and alternative non-binary forms

❑ Disablist terms and non-disablist alternatives

Accessibility in printed form

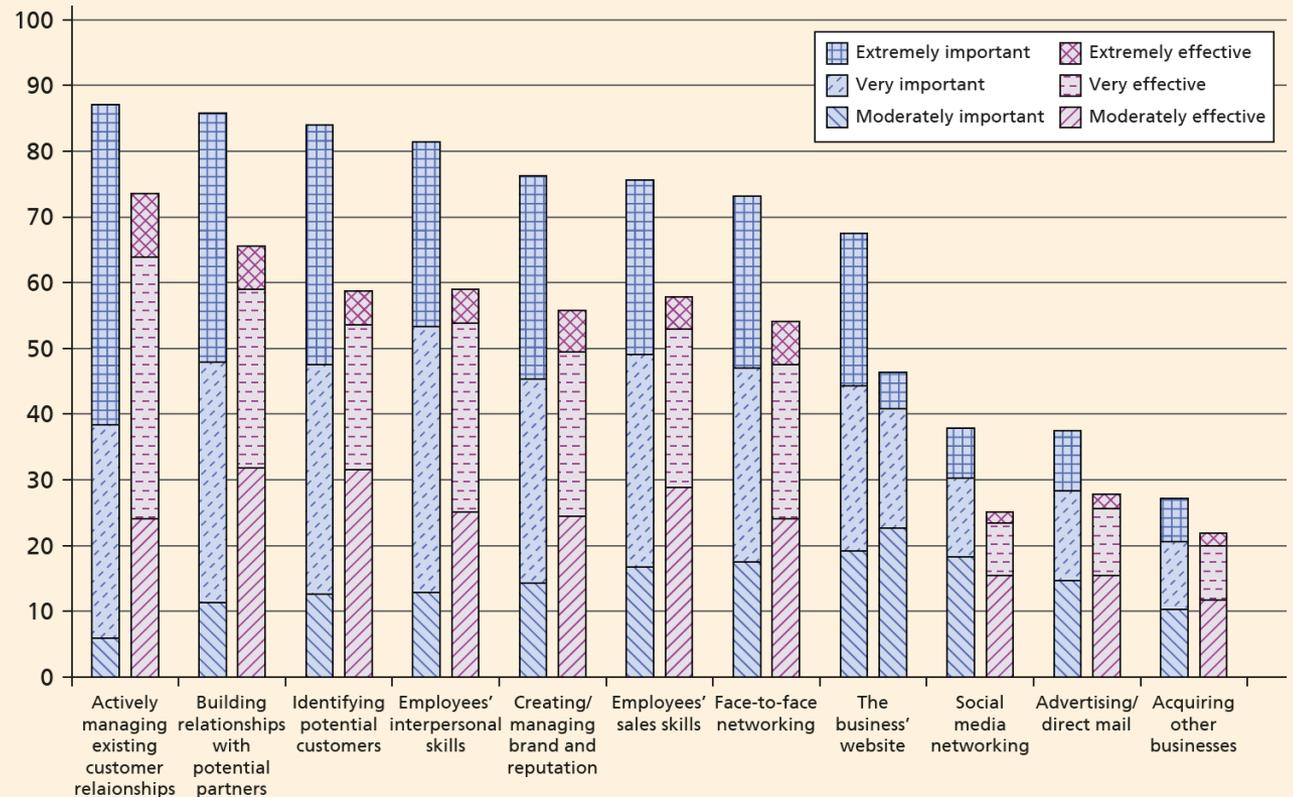Importance and effectiveness of enablers for winning new business (%)

Source: Gray et al. (2016). © Kingston Smith LLP, reproduced with permission

↑ 8ᵗʰ edition

9ᵗʰ edition→

Importance and effectiveness of enablers for winning new business (%)

Source: Gray et al. (2016). ©Kingston Smith LLP, reproduced with permission
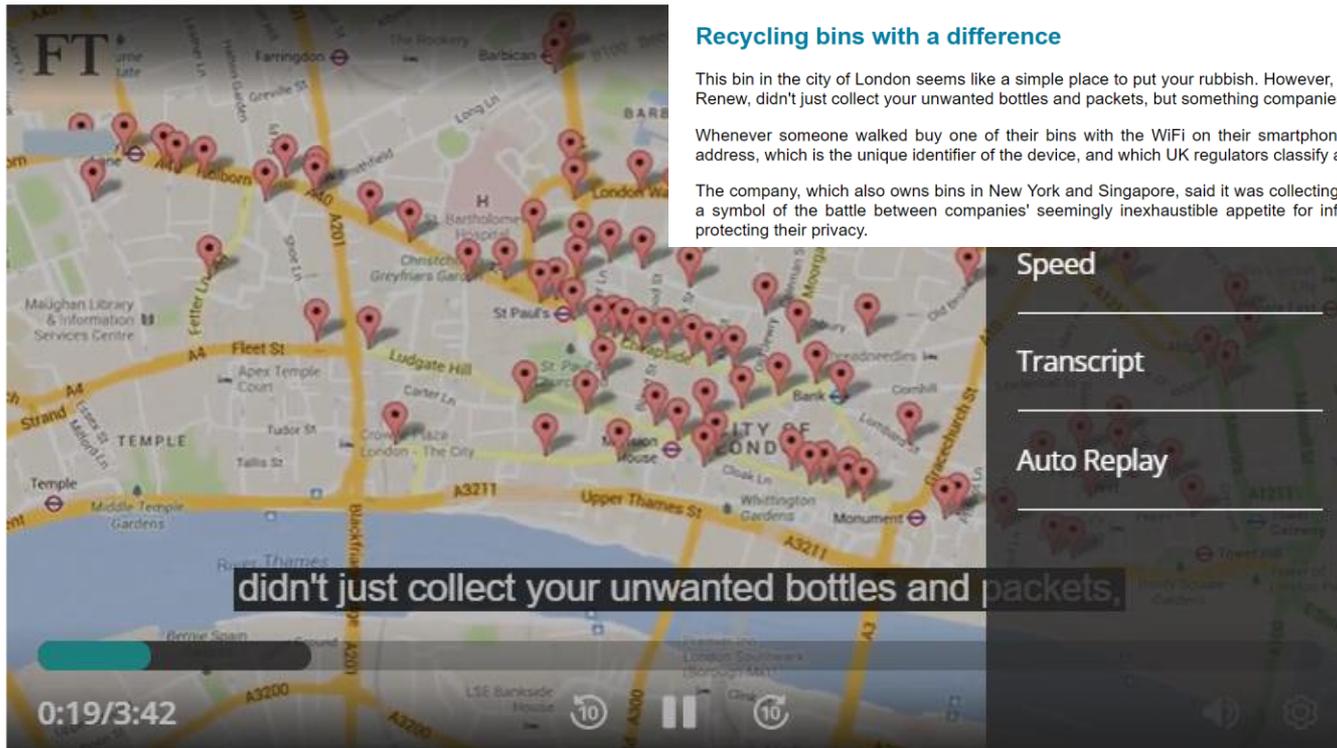Figure redrawn to meet current accessibility requirements for online material.

Accessibility in digital form

- ❑ Caption features in video players
- ❑ Downloadable transcripts

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Video

Recycling bins with a difference

Transcript

Recycling bins with a difference

This bin in the city of London seems like a simple place to put your rubbish. However, until recently, this bin, and 200 like it owned by the company Renew, didn't just collect your unwanted bottles and packets, but something companies find much more valuable, your personal data.

Whenever someone walked buy one of their bins with the WiFi on their smartphone enabled, the bin was able to pick up the so-called MAC address, which is the unique identifier of the device, and which UK regulators classify as a bit of personal information.

The company, which also owns bins in New York and Singapore, said it was collecting the data for a trial which is now stopped. But it has become a symbol of the battle between companies' seemingly inexhaustible appetite for information about their consumers and people worried about protecting their privacy.

Speed

Transcript

Auto Replay

didn't just collect your unwanted bottles and packets,

0:19/3:42

Source: *Financial Times*, August 14 2013. Filmed and produced by Tom Griggs. Additional footage by Getty.

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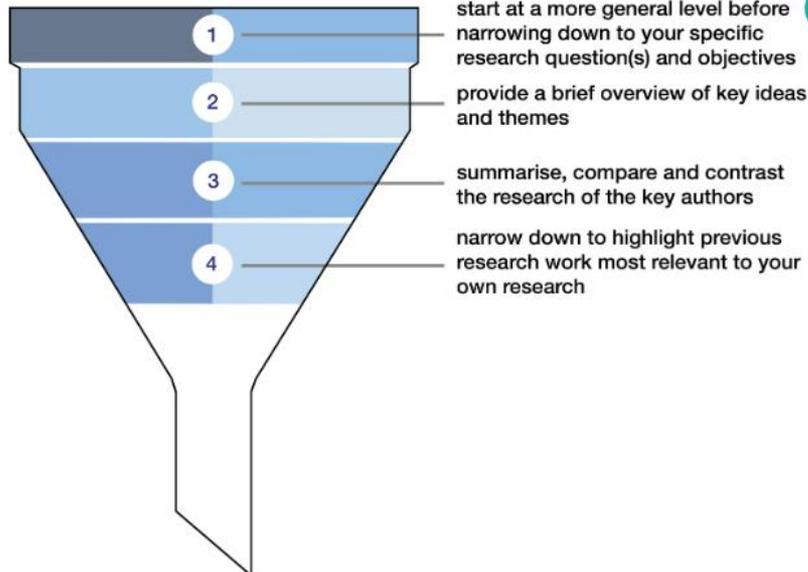
Accessibility in digital form

❑ Screen Readers
❑ Alt text (alternative text) used to describe all images that appear both static and interactive.

Critical review structure

Although there is no single structure that your critical review should take, our students have found it useful to think of the review as a funnel in which you:

1. start at a more general level before narrowing down to your specific research question(s) and objectives

2. provide a brief overview of key ideas and themes

3. summarise, compare and contrast the research of the key authors

4. narrow down to highlight previous research work most relevant to your own research

Critical review structure

The description reads as follows: Although there is no single structure that your critical review should take, our students have found it useful to think of the review as a funnel in which you:

A text next to the portion labelled 1 reads: Start at a more general level before narrowing down to your specific research question(s) and objectives.

A text next to the portion labelled 2 reads: Provide a brief overview of key ideas and themes.

A text next to the portion labelled 3 reads: summarise, compare, and contrast the research of the key authors.

A text next to the portion labelled 4 reads: Narrow down to highlight previous research work most relevant to your own research.

Diverse imagery and perspectives

❑ Diverse and inclusive imagery
❑ Student video and audio clips showing diverse accents and
   lived experiences

Video
Student introduction

Maikhanh

02:28 / 10:00

Focus on student research: Andreas

Mixed methods research

Listen to the Audio
Andreas

▶ Andreas

Transcript

Self-review
This won't affect your score

Identifying a suitable sampling frame: Question 2

There is a minimum of 50 characters required to post and earn points. If submitted, your response can be viewed by your instructor.

Identify a suitable sampling frame for the research question.

Which factors are important in accountants' decisions regarding working in mainland Europe?

Write your response here...

0 / 50 minimum

Save draft   Submit

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Teaching decolonisation as part of research philosophy

The vignette and subsequent commentary:

❏ introduce specific assumptions made by researchers (colonial settlers) about what is being researched (of First Nations Australians).

❏ reveal how researchers' assumptions shape the way the research topic is seen and the data that are collected and subsequently reported

❏ surface implications of researchers' values and ethics on the research process

Just as colonialists' beliefs and assumptions affected how they interpreted what they saw in Australia and other colonised lands, our own belief systems and associated taken-for-granted assumptions can impact on our interpretations in the research we pursue

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Play a YouTube video: 'tell the other side'

Gather 'round, people, and I'll tell you a story
Two hundred years of history that's falsified
British invaders that we remember as heroes
Are you ready to tell the other side?
We start our story in 1493
With a piece of paper called the Doctrine of Discovery
Invoked by Pope Alexander VI
Without this good Christian, our story don't exist
From little things, big things grow
From little things, big things grow
Captain James Cook, he boarded a fleet
And he was armed with the Doctrine of Discovery
The same tactics were used by Columbus
It's how today Australia claims Terra Nullius
Cause on that paper, the Pope did write
That you're only human if you've been saved by Christ
And if there are no Christians in sight
The land you stumble on becomes your God given right

Ziggy Ramo | "Little Things" feat. Paul Kelly
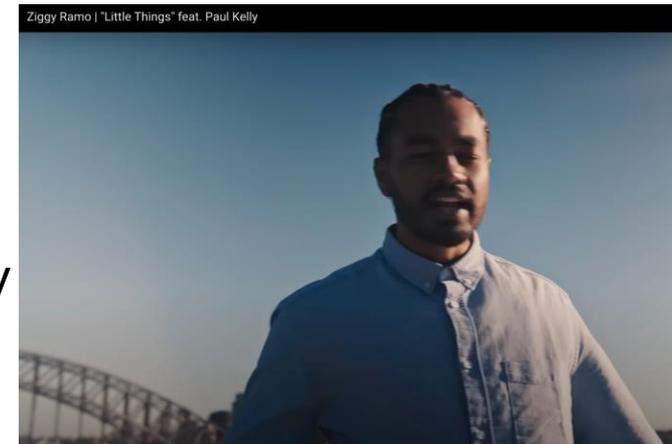
Youtube.com/watch?v=pk6dgf0EnmU

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Tell the story of visiting Australia
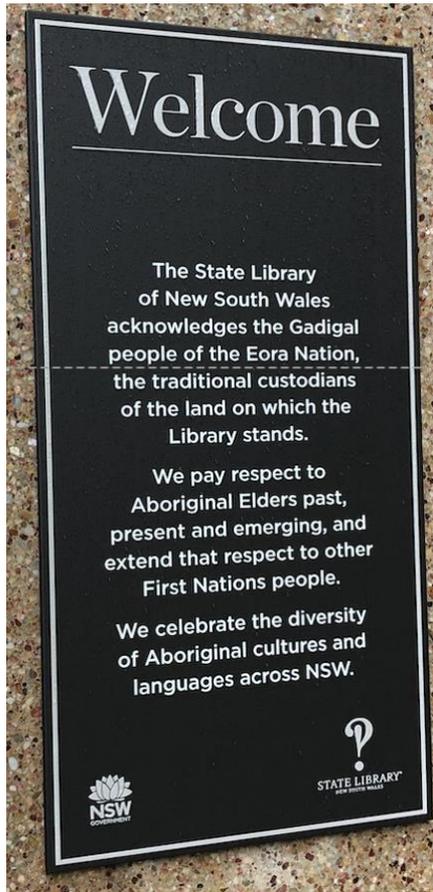
ACKNOWLEDGEMENT OF COUNTRY

Griffith University acknowledges the people who are the traditional custodians of the land, pays respect to the Elders, past and present, and extends respect to the other Aboriginal and Torres Strait Islander peoples.

https://www.griffith.edu.au/about-griffith/first-peoples

Little Things
Ziggy Ramo feat. Paul Kelly
6:58 PREVIEW

Youtube.com/watch?v=pk6dgf0EnmU

Welcome

The State Library of New South Wales acknowledges the Gadigal people of the Eora Nation, the traditional custodians of the land on which the Library stands.

We pay respect to Aboriginal Elders past, present and emerging, and extend that respect to other First Nations people.

We celebrate the diversity of Aboriginal cultures and languages across NSW.

NSW GOVERNMENT   STATE LIBRARY NEW SOUTH WALES

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"Unputdownable."
Darina Allen, Irish Examiner

Dark Emu
Aboriginal Australia and the birth of agriculture

Bruce Pascoe

SCRIBE

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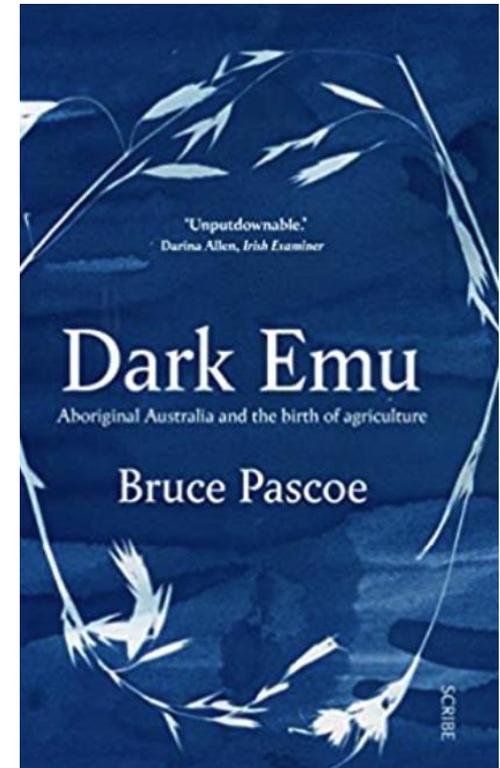
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Use the vignette to recognise and critique researchers' beliefs and assumptions about…

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❑ the nature of reality (ontology),
❑ what constitutes legitimate data (epistemology),
❑ how their values affect both the data gathered and are subsequently interpreted and reported (axiology)

❑ How do a researcher's assumptions affect the data that are gathered and how these data are interpreted?

❑ Explore through dominant narrative of colonial settlers and contrast with that of the indigenous peoples in Australia

AUSTRALIAN LABOR PARTY

Write YES in the box provided opposite BOTH questions:

DO YOU APPROVE the proposed law for the alteration of the Constitution entitled "An Act to alter the Constitution so that the Number of Members of the House of Representatives may be increased without necessarily increasing the number of Senators?"

Yes

DO YOU APPROVE the proposed law for the alteration of the Constitution entitled "An Act to alter the Constitution so as to omit certain words relating to the People of the Aboriginal Race in any State and so that Aboriginals are to be counted in reckoning the Population?"

Yes

Printed by J. L. Parker, 59 Regent St., Sydney. Authorised by Cyril S. Wyndham for the Australian Labor Party, 39 Ainslie Ave., Canberra, A.C.T.

The dominant narrative
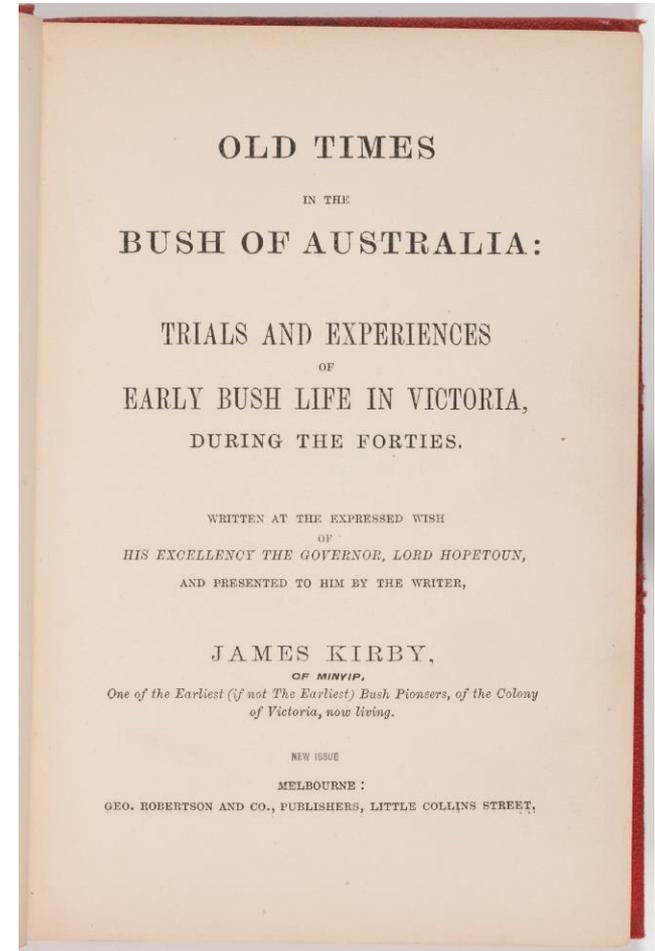
Aboriginal peoples were:
- ❑ Hunter gatherers
- ❑ Heathens
- ❑ …with no existing economy

European colonialists were:
- ❑ Superior in science, technology and religion
- ❑ Spreading the word of (their) God *in return for* wealth of the colonised lands

OLD TIMES
IN THE
BUSH OF AUSTRALIA:

TRIALS AND EXPERIENCES
OF
EARLY BUSH LIFE IN VICTORIA,
DURING THE FORTIES.

WRITTEN AT THE EXPRESSED WISH
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HIS EXCELLENCY THE GOVERNOR, LORD HOPETOUN,
AND PRESENTED TO HIM BY THE WRITER,

JAMES KIRBY,
OF MINYIP,
One of the Earliest (if not The Earliest) Bush Pioneers, of the Colony of Victoria, now living.

NEW ISSUE

MELBOURNE :
GEO. ROBERTSON AND CO., PUBLISHERS, LITTLE COLLINS STREET,
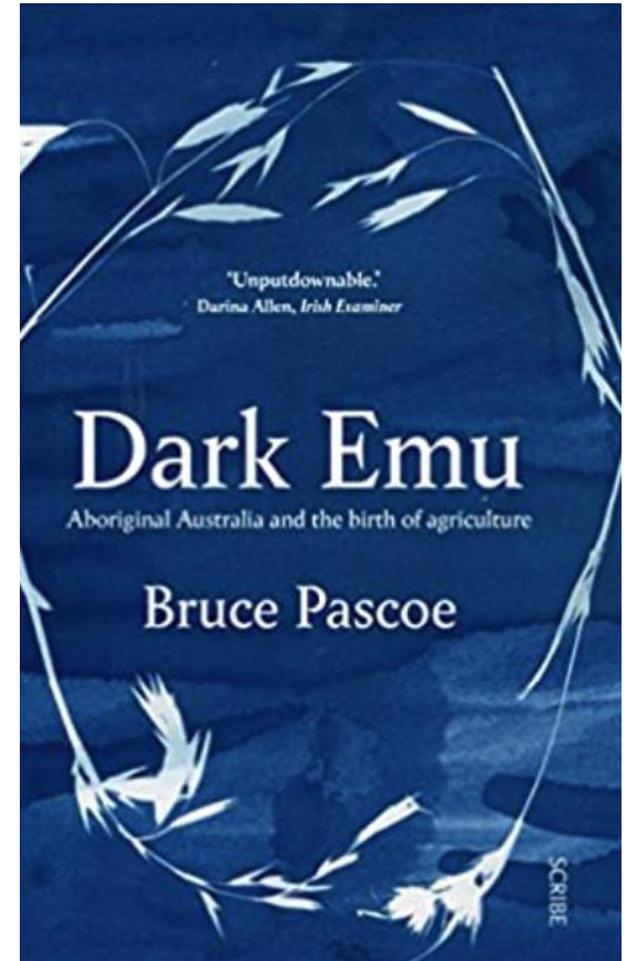
An alternative narrative

Aboriginal peoples:
- ❑ Cultivated and irrigated crops living in villages
- ❑ Were sophisticated in their food production and land management systems

European colonialists:
- ❑ Did not understand how to manage the fragile ecosystem
- ❑ Made no treaties and stole the land (sovereignty was never ceded)

"Unputdownable."
Darina Allen, Irish Examiner

Dark Emu

Aboriginal Australia and the birth of agriculture

Bruce Pascoe

Stock image

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An example: the Murray River System

❑ Pascoe (2018) reinterprets a variety of data including records, diaries and published narratives by the first European colonialists.

❑ Colonialist James Kirby observed a series of weirs built in what is now known as the Murray River system revealing how these weirs were used to direct and support catching of fish. Yet, Kirby (1897) subsequently interpreted what he had seen as "indolence" and "laziness".

Relating to philosophical assumptions in research

❑ **Ontology:** Colonialists assumed First Nation Australians were hunter gatherers and lazy viewing what they saw through this lens

❑ **Epistemology:** Colonialists considered only certain types of knowledge as legitimate:
  ➢ numerical, textual, visual, 'facts'
  ➢ 'narratives, stories

❑ **Axiology:** Colonialists felt it was their 'duty' to:
  ➢ spread their version of civilisation
  ➢ Spread the word of (their) God to heathens
  ➢ *Terra Nullius* –land is your God given right if no Christians in sight…

Selected references for teaching

❑ Kirby, J (1897) *Old Times in the Bush of Australia: trials and experiences of early bush life in Victoria during the forties*. Melbourne: Roberts and Co. Melbourne. [Accessed 21 December 2020 from Hathi Trust Digital Library, https://hdl.handle.net/2027/nyp.33433082451661]

❑ Pascoe, B. (2018) *Dark Emu: Aboriginal Australia and the birth of agriculture*. London: Scribe Publications.

❑ Ramo, Z. (2021) Little Things. YouTube Video. Available at: https://www.youtube.com/watch?v=pk6dgf0EnmU Accessed 11 April 2023

❑ Saunders MNK, Lewis P and Thornhill A (2023) *Research Methods for Business Students* (9th edition). Harlow: Pearson.