

Media Review: Handbook of Mixed Methods Research in Business and Management

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DOI:

[10.1177/15586898241247126](https://doi.org/10.1177/15586898241247126)

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Document Version

Publisher's PDF, also known as Version of record

Citation for published version (Harvard):

Saunders, MNK 2024, 'Media Review: Handbook of Mixed Methods Research in Business and Management', *Journal of Mixed Methods Research*, pp. 1-3. <https://doi.org/10.1177/15586898241247126>

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Media Review

Journal of Mixed Methods Research
2024, Vol. 0(0) 1–3
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DOI: 10.1177/15586898241247126

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Cameron, R. and Golenko, X. (Eds.). (2023). *Handbook of Mixed Methods Research in Business and Management*. Cheltenham: Edward Elgar. 432 pp. ISBN 978 1 80088 794 7, £205.00

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Introduction

As a business and management research methodologist, I was keen to review Roslyn Cameron’s and Xanthe Golenko’s edited volume *Mixed Methods Research in Business and Management*. Having read the 26 chapters, written by both leading mixed methods researchers and early career academics from Australia, North America, Europe, and Asia, suffice to say, I am pleased to have had the opportunity. This volume considers a wide variety of innovations in mixed methods research (MMR), offering insights into new techniques and their applications across business and management and a range of its sub-disciplines. Woven into the volume are numerous insights into the continuing evolution of MMR as the “third research community” (Tashakkori et al., 2021, p. 3), with explicit consideration of future methodological developments alongside areas of concern.

Summary of the Media Content

The volume, as the title suggests, is concerned primarily with mixed methods research in Business and Management, straying into related social science disciplines such as sports and health management, where justified. Chapters are grouped into four substantive parts comprising foundational considerations, disciplinary and sub-disciplinary utility, sampling and data analysis, and innovations in designs. These are sandwiched between the introductory and concluding parts, the latter being followed by an excellent subject-focused index.

The introduction (Part I) comprises two chapters: the first principally outlining the structure of the book and the second giving an overview of historical and comparative perspectives on MMR. These, along with Part VI comprising one concluding chapter (26), can all be usefully read first to gain an overview of the contents and associated insights from each of the remaining chapters.

The first substantive part (II) comprises five chapters discussing foundational considerations for MMR, including multi-method and mixed methods, methodological integration, qualitative orientated mixed methods, responsible mixed methods, and assessing quality and working in methodologically diverse teams. Within this part, Chapter 3’s consideration of multi- and mixed methods offers an excellent overview of the definitions and benefits of, and strategies for, MMR.

Within this, the crucial issue of methodological fit is given serious consideration (see also [Wellman et al., 2023](#)). Chapter 5 is also noteworthy, highlighting issues of responsible research, separately raised more broadly by the Responsible Research in Business and Management Network ([Cofounders of the RRB, 2020](#)), and considering Artificial Intelligence in MMR.

The nine chapters in Part III focus upon MMR in specific disciplines and sub-disciplines, the majority incorporating focused prevalence studies. Disciplines considered include business and management, accounting, project management, operations research, sport management, sustainable business, and health management. Alongside a prevalence study, the majority of these chapters offer insights drawing from MMR undertaken by their authors. For over half, these are presented as within-chapter case studies or detailed examples. Crucially, these chapters provide more methodological details and insights than are usually made available within the constraints of published journal articles. Chapter 10, for example, offers two case studies on the use of MMR in complex project management studies. Other chapters incorporate advice regarding both good practice in methodological reporting considering quality frameworks, for example, GRAMMS (Good Reporting of A Mixed Methods Study), and their intelligent use. Of these, Chapter 14 is particularly insightful, focusing upon lessons from conducting such studies. More generally, these chapters highlight where methodological development work is still needed, particular disciplines and sub-disciplines providing illustrative examples. These include co-design implementation and evaluation, illustrated through the application of MMR in health (Chapter 15); and using longitudinal MMR designs, illustrated through a study of complexity of outcome and process-driven governance (Chapter 16).

The next substantive part (IV) comprises four chapters considering salience sampling and a selection of data analysis techniques for MMR. The latter comprise multilevel MMR, qualitative comparative analysis, and clustering techniques. All chapters in this part are illustrated with detailed examples drawn from the chapter authors' research, each offering support for those wishing to apply the technique to their own practice. Chapter 17, for example, includes a protocol for the use of salience sampling, whilst Chapter 19 details how to apply qualitative comparative analysis in MMR.

A range of innovations in MMR designs are considered in the five chapters of the final substantive part (V). Four of these consider innovations concerned directly with complexity, namely, addressing complexity in adaptive systems, a notation system for complex designs, using action research in complex practical problems, and undertaking macro scale reviews. Each offers detailed examples or case studies, in the main drawn from the authors own research. The remaining chapter draws practical suggestions for business and management MMR from a prevalence study of design practice.

The concluding part (VI, Chapter 26) maps the current status of MMR as a maturing field with business and management research and looks to the future. Noteworthy is the explicit recognition that many business and management research strategies, for example, ethnography, case study, and action research, inherently use mixed methods. The chapter refers back to earlier substantive chapters emphasizing the importance of researchers learning from the use of MMR within other disciplines, becoming methodologically trilingual, and undertaking ethical MMR that is rigorous, robust, and transparent.

Cameron's and Golenko's handbook is a relatively advanced text, and to gain the most benefit, prior basic knowledge of MMR is necessary. It provides a timely and valuable resource for mixed methods researchers in academia and practice wishing to further develop and apply their knowledge and understanding of MMR. Offering numerous up-to-date insights into the theory and practice of MMR in business and management, the handbook represents an important addition to the existing literature.

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