

EJBRM Volume 20 issue 1, 2022 – March 2022

Editorial by the Editor; Ann Brown

Invitation to our readers to send in their opinions and views by letter to the editor

We want to hear from you. We are always interested in well-argued points of view. All your letters will be read by the Associate Editors and selected ones will be published in a later issue.

The research papers in this issue address the following subjects:

- **Case based research – network embeddedness**
An exploratory qualitative case study investigating network embeddedness among public private research partnerships in the European Union. The case is a European Union funded research and development project (Dooley, Duane and O'Driscoll)
- **Quantitative Research Methods – the problem of Common Method Variance (CMV) bias**
An empirical paper using experimental methods to assess the success of current methods for managing this form of bias (Wall, Simmering, Fuller and Waterwall)
- **Teaching Research Methods**
Two papers – one empirical (Daniel), reporting on a survey of research student views on the factors most likely to enhance their research experience; one theoretical (Wotela) proposing a way to fill a missing step in the description of the research process in the research methods literature.

The papers

Case based research - Network Embeddedness

Dooley and co-authors apply qualitative case research methods using network theory to focus the direction of the investigation. Research projects in the EU often involve many different groups and institutions. This case, involving 7 partners and 5 member states, develops the insights of network theory in the analysis of such research networks. The findings identify a set of practical recommendations for network formation that would be valuable in the formation of a research network.

Quantitative Research Methods – the problem of Common Method Variance (CMV) bias

Many social science surveys make use of a single method of data collection as the only source for their research. This has troubled researchers in that it can encourage bias in the way that survey respondents handle the survey questions (CMV). Wall et al have designed and administered an experimental survey, to increase the chance of this error, in order to assess the efficacy of existing CMV detection techniques. The results seem indeterminate.

Teaching Research Methods

The survey of post graduate students views on their research experience, carried out by Daniel, identifies five main factors that they consider the most significant to their success. The results re-enforce much of current thinking on this issue – notably the importance of the role of the supervisor. In contrast Wotela's paper is largely theoretical. The issue it deals with was sparked by the question, frequently asked by research panels when presented with a research proposal – as to why the questions focused on data collection have been included. The paper makes the theoretical case for needing to include a step in the description of the research process, identifying the key attributes and variables for a research project. This is well illustrated by the example given in the paper of researching an individual's propensity to save.