

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

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Description:	The purpose of this article is to examine the uses of mixed method research designs published in the Journal of Business Research. 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; however, as a discipline, we are not demonstrating knowledge of the mixed method literature or procedures; none of the articles recognized or mentioned knowledge of mixed method procedures or cited mixed method research. This study provides guidance for researchers in identifying design types appropriate for various research objectives as well as the models of different design types appearing in the Journal of Business Research.
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