

Strategic Human Resource Management Research Methods

2018

Introduction

- Human Resource Management research methods concentrate on the development of metrics to align with human resource policies and strategies that relate to the topic under study.
- When the research methods do not link the metrics to strategic initiatives, the data may present a limited interpretation, representing a specific area of interest.
- However, in the global market, identifying the issues underlying the impact of the human resources on strategic initiative and outcomes may prove to be challenging.
- The overall objective of any conceptual study must be to recognize the relationship between HRM research methods and other factors that bring strategic success.

Introduction

- A good theory in strategic management must meet the criteria of being unique, parsimony, conservation, generalizability, fecundity, internal consistency, empirical riskiness, and abstraction.
- Research methodology within strategic management has not been a well developed field in the academic and scientific literature.
- Much of the strategic management research has been using surrogates for the firm's strategic direction.

Objectives

- The objective of the study is to review and examine how research methods are applied for strategic management researches, and what strategies are used as part of the research process, to locate, organize, manage, transform, create, communicate and evaluate research tools and data and information resources.
- The focus is also to analyze the recent developments on research methodology to create scientific knowledge in theory building and practice in strategic management.
- The objectives offer an overview of methodologies used in strategic management research and reviews future directions on research methodologies in strategic management.

Research Methods

- Research methods designed to study strategic management, are as varied as the theories of strategy that have been developed over time.
- There are various research methods deployed to study the topic under research.
- The research methods are of two types – Quantitative and Qualitative methods.
- Quantitative methods deploy mathematical models such as structural equations or multiple regression models, whereas Qualitative methods deploy ethnography, or direct observation.

Research Methods

- **EXPERIMENTS:** It is a systematic and scientific approach to research in which the researcher manipulates one or more variables, and controls and measures any change in other variables.
- **SURVEYS:** Surveys involve collecting information from large groups of people using questionnaires, interviews or talking over the telephone.
- **QUESTIONNAIRE:** Questionnaires typically contain multiple choice questions, containing closed questions ('Yes' or 'No') and open-ended questions (in detail, more than 'Yes' or 'No').
- **INTERVIEWS:** Interviews are usually carried out face-to-face where questions about the research are asked, but also methods like telephone or advance computer technology such as Skype is used.
- **CASE STUDIES:** Case studies involve the detailed study of a particular case using a person or a small group. Methods like observation or interviews are used for case study research methods.

Research Methods

- **PARTICIPANT AND NON-PARTICIPANT OBSERVATION:** In participant observation studies, the researcher becomes a part of the group to be observed. He lives among them and observes the behavior of the respondents and then continues his research. In non-participant observation studies, the researcher is not part of the group being studied. He decides in advance what should be observed from the respondents and then continues his research.
- **MULTIPLE REGRESSION ANALYSIS:** It is used when we want to predict the value of a variable based on the value of two or more other variables.
- **DELPHI METHOD:** The **Delphi** method helps the researchers to determine how the opinions of respondents differ on a particular subject.
- **ETHNOGRAPHY:** Ethnography is a research method where researchers observe and interact with the participants in their real-life environment.

Conclusions

- Qualitative research methodologies have evolved over the years and have developed new techniques of qualitative data collection which has helped the researchers to improve understanding of different research topics.
- Strategic management is one of the most recent fields of the management discipline and the research methods in strategic management face several challenges due to the methodological limitations for the examination and analysis of the processes.
- Therefore, future research in strategic management phenomena should include multiple theoretical and empirical models that must be supported by statistical tools.