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Submission date: 27-Oct-2021 08:35AM (UTC-0500)

Submission ID: 1685575260

File name: combined_documents.docx (19.7K)

Word count: 2251

Character count: 13409

Metatriangulation: Building Theory from Multiple Paradigms

This paper comprises approaches that address problems theorists encounter when selecting a topic of research, collecting, analyzing data, theorizing as well as evaluating the resulting theory by use of multiple paradigms. The discussions of the benefits, weaknesses, and possible applications position the approach with the wider realm of organization theory.

Multiparadigm Perspectives on Theory Building

Theorists in this paper argue for this approach to develop correspondence between theory-construction and paradigms efforts by exploring a metaparadigm perspective likely to allow disparate approaches to theory development. The multiparadigm approach perspectives only allow researchers to recognize in-built as well as irreconcilable differences in theories. Also, encourages its theorists to adopt a more comprehensive view through accounting for the differences.

In Defence of Paradigm Incommensurability

The article's purpose is to examine the outcome of paradigm incommensurability as well as consider the paradigm's restitution as the central feature of the entire paradigmatic analysis. Theorists have argued three main points: a natural aversion that gives impetus to trials that synthesize the paradigms. The second argument states there is no basis for comparison between Morgan and Burrell's and Kuhn's paradigms. Third argument is that denial of paradigm incommensurability is visible in postmodernism of reaction. The authors argue that paradigm incommensurability can be used to defend scientific authoritarianism. I agree with Kuhn that competing paradigms cannot have a common measure. There is no single way to merge them

meaningfully. I believe suggestions for multiparadigm studies are methodologically vague and impractical.

Breaking the Paradigm Mentality

This article focuses on ³ Burrell and Morgan's core arguments on sociological paradigms and organizational analysis. It also assesses the responses to it. It looks into Morgan and Burrell's division of objectivists as well as the subjectivist way of analysis by focusing on Kuhn's understanding of the continuity and incommensurability in the theory development process. No one can deny ³ Burrell and Morgan's argument that organizational analysis is informed by assumptions about science and society. The authors explain the role of assumptions in coming up with knowledge. I do not subscribe to Burawoy and Knights et al. arguments. I believe social science should only be approached objectively.

⁸ Revisit Paradigm(S) in Management Research: A Rhetorical Analysis of the Paradigm Wars

The paper focuses on the possible uses of rhetorical analysis applied in trying to discover contemporary debates and compares ¹² Burrell and Morgan's and Kuhn's theories of incommensurability as well as paradigm(s) revisit paradigm(s) in management research is based on arguments of Morgan and Burrell against Kuhn's about paradigm and incommensurability. I believe the authors succeed in exploring the wars between paradigms. In my view, paradigms cannot be merged and thus, are incompatible with one another.

¹ On Making Marketing Science More Scientific: Role of Orientations, Paradigms, Metaphors, and Puzzle Solving

This paper contributes to the debate that examines current and alternative paradigms, metaphors, puzzle-solving, and orientations activities in marketing. The article ⁵ on making marketing science more scientific deals with metatheoretical debate in marketing, fundamental notions applied in research processes, 4-main world views involved in marketing, and then addresses ways marketing can break free from current paradigmatic provincialism.

¹ A Comprehensive Approach to Classifying Acts of Crime and Violence at Tourism

Destinations

The paper's objective was to develop a comprehensive theoretical approach that will help researchers evaluate the effects of crime and violent acts at tourist destinations. The research was set out to; first classify the attributes of crime and violence acts where the classification comprised of the criminal act's motive, type of victim, location and severity of the act, frequency of occurrence, and type of acts, all concerning the intensity, expense, and duration of the effect. Second, analyze the effects of the attributes on tourist demand, third, evaluate how effective is the method used for prevention and recovery from the acts, and lastly, identify the responsible parties for prevention and recovery. From the study, political influence was largely identified to affect criminal and violent acts at tourism destinations. However, the study suggests that the results need not be generalized to represent all destinations but should be treated as a pilot study. I find this study important in ensuring the safety of destination areas of tourism. Many people pretend to be tourists to conduct illegal activities such as terrorism and drug trafficking. Destination countries should be vigilant and selective in the accepting people who come as tourists. The countries should ensure they have enough information about these tourists before accepting them into the country.

Towards a Taxonomy of Tourism Products

The article aims to suggest a tourism products' taxonomy. The researchers adopted a phonetic strategy that integrates a mixture of top-down as well as bottom-up methodologies, arranging group products hierarchically. The study applies a marketing-oriented product hierarchy system that is a modified version. First, the researchers developed a comprehensive list of tourist products where the primary list of more than 400 different items, and after a clean-up, 330 discrete products was left. Secondly, they reviewed the existing academic literature works reinforced by different studies from national tourism organizations. Thirdly, they identified five broad need families: pleasure, business, human endeavor, personal quest, and nature and incorporated twenty seven product families together with ninety product classes. Lastly, the three hundred and thirty products recognized in the first step were mapped against the taxonomy. This study attempts to address the problem by proposing comprehensive tourism product taxonomy. Product taxonomy is crucial as it helps organize available products in a manner that customers can easily find them. This article has done an excellent job in helping tourism industries to do product classification in such a fragmented and disjointed industry.

6 A Typology of Tourism-Related Web Sites: Its Theoretical Background and Implications

The paper comprises a typology of tourism-related websites meant to foster information communication between information users in the tourism industry. First, the researchers start by developing a suitable typology for tourism-related websites after reviewing the existing perspectives based on the structure and characteristics of cyberspace. Then, they proposed a typology of tourism-related websites. Using the normative approach, it was discovered that the information richness that depends on user tasks, needs, and context should be carefully

investigated. Empirical evidence is required to evaluate differences in the exchange of information between travelers, tourism professionals, and tourism researchers. However, the authors identified a primary problem with the proposed typologies likely to be experienced when implementing the information technology. With the rapid changes in technology, the internet is important in communication. I believe the tourism industry should utilize the internet to promote the business. With the internet, different people can see various destinations and aspire to visit those areas.

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Quantitative Research and Theory Building: Dubin's Method

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This study focuses on Dubin's quantitative method to develop a theory for applied disciplines comprising a 2-part, 8-step, and theory-building technique used to research for practice human resource development plus a variety of applied disciplines. The study provides a relationship between the 2-part, 8-steps and the theory-building research method in various ways. These ways include identifying theory units and laws governing the theory and determining and clarifying theory boundaries. Others include specifying the theory system states, theory propositions specifications, identifying empirical theory indicators, constructing hypotheses to test the theory, and lastly, testing the theory through an established plan of research. I believe qualitative methods too can be applied in theory building.

2

Grounded Theory: The Missing Methodology on the Interpretivist Agenda

This paper describes development of methods and explains the philosophy that underpins their procedures. It proposes that if the grounded theory can be used in its actual sense, it has a scope and can help study customers' habits as well as customers' consumption experience after emphasizing the context, social construction of realities, plus theoretical emergence. The

grounded theory is considered as an approach established for and suitable to study a behavior. The researchers have one well to caution that to fully utilize the method, it is necessary to recognize that it may be time-consuming and sometimes frustrating. The method's nature takes the research in different directions before the emergence of a plausible theory. It is evident that patience, flexibility, and open-mindedness are essential.

Marketing Theory: ⁵Are current research approaches in marketing leading us astray?

The article is based on research approaches in marketing. It questions the mainstream approaches' choices and provides alternative suggestions with qualitative instead of quantitative analysis. The research focuses on four basic strategies comprising dialogue, reflection, curiosity and courage. The researchers have focused on methodology that is a process of knowing like "don't get stuck" that is a methodology that comprises of cumulative knowledge to a point, after which the paradigm shift is required to provide a fresh foundation. According to the study, researchers need to be curious by taking risks and portraying courage. Reflection the researchers' inner dialogue to blossom and being open-minded. I would recommend for the combination between qualitative and quantitative methods to get better and valid results. Their claim that lack of development in marketing theory is due to wrong methods is not founded. I don't think shifting to qualitative methods will bring positive results at all.

Building Better Theory by Bridging the Quantitative–Qualitative Divide*

This article by Sonali Sha and Kevin Corley explores qualitative methods of collecting data giving an overview of techniques of making qualitative research better. The article focuses on the tactic of grounded theory building. The article concludes that there is immense benefit for organizational research to combine both qualitative and quantitative research. Grounded theory

involves forming a hypothesis and theories through collecting and analyzing data. The authors have done a wonderful job explaining the importance of combining qualitative and quantitative methods in research. The examples provided by the authors on the practicability of combining these two methods of research. However, I still believe that it is challenging to combine these two methods. This practice requires great effort and expertise to implement. Additionally, it can be difficult to compare the results from these two methods.

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Iterative Triangulation: A Theory Development Process Using Existing Case Studies

The paper comprises a novel theory development process called Iterative triangulation that involves organized iterations between intuition, analysis, and case confirmation. The method facilitates theory utility, validity, as well as creativity through adding quantity and diversity of reviewed literature. It focuses on identified cases, examination of conjectures, and the criteria to selecting conjecture. The researcher compares and contrasts emergent constructs as well as theories across case settings. According to the researchers, this helps refine theoretical descriptions plus enhances internal validity. Thus, it improves the resulting theory testability. Iterative triangulation is seen to provide an exclusive puzzle-solving procedure. It contributes to a systematic approach that taps the possible analysis of a case study when developing a theory. This paper has emphasized on the importance of employing field-based research methods. I agree with the authors iterative triangulation is a better method of collecting data. I believe we get better results when we study phenomenon using more than one method of study. We can confirm findings and get more comprehensive data than using a single method. Additionally, iterative triangulation increases validity of the data collected and also enhances understanding of

the studied phenomena. We can also recognize and remove inconsistencies. This method is good in operations management research.

Building Theories from Case Study Research

The article has two contributions towards literature. First, it provides a direction for structure theories by applying case study research approach. Second, it acts as a positioning concept developing from case studies to larger social science research contexts. From the investigation, it was outstandingly iterative to develop ² a theory from case study research as the ² process involves constant iteration backward and forward between steps. The process's tension between divergence into new data knowledge ways and convergence onto a single theoretic context enables it to remain alive. However, one advantage of building a theory from a case is the possibility of creating a unique theory; for example, resourceful insight is likely to arise from the paradoxical evidence connection. I agree with the authors that theory building from cases is likely to generate novel theory. Theory building converts opinions into facts from various cases and creating theoretical constructs. It also provides a framework for analysis and facilitates efficient development of the field. I find this article very informative on the importance of ⁷ building theories from case study research.

Theory Building from Cases: Opportunities and Challenges

Theory building technique from case studies is an exploration likely to produce an interesting, testable, and accurate theory. The approach is considered to be more precise, generalizable, and better grounded when based on multiple case experiments, which makes a strong theory since prepositions are deeply grounded in various empirical evidence. Multiple cases allow broader exploration of theoretical elaborations as well as research questions.

However, there are challenges with interview data. The second challenge is based on better stories vs. better theories. Lastly, a challenge is likely to rise if the audience is dissatisfied by parsimonious theory. But, mitigating the challenges requires accurate language and attentive research design, limited bias by use of appropriate data collection approaches, combining retrospective and real-time cases. Also, presenting evidence can be in form of tables plus appendixes and providing clear statements based on theoretic arguments. This article has been effective in justifying and giving the challenges of theory building. The main challenge of theory building is case selection. The authors have done well to give the solution to each of the challenges mentioned. The fact that the article gives ways to mitigate the challenges makes it more valid and effective.

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