

Research design literacy level-1 Notes

TOPIC: Methodological Fit

SOURCE: Edmondson & McManus (2007) - Methodological Fit in Management Field Research

KEY CONCEPTS:

Research design must align with the state of prior theory in the field.

1. Nascent Theory (Low Maturity)

- Goal: Pattern identification, construct definition.
- Data: Open-ended, qualitative (interviews, observations).
- Analysis: Thematic content analysis.

2. Intermediate Theory (Medium Maturity)

- Goal: Construct validation, relationship testing.
- Data: Mixed methods (surveys + interviews).
- Analysis: Exploratory stats, cross-case analysis.

3. Mature Theory (High Maturity)

- Goal: Formal hypothesis testing.
- Data: Quantitative, focused.
- Analysis: Statistical inference.

TAKEAWAY:

Do not force a quantitative design on a nascent topic. Since my area involves X (Context), checking the maturity of existing literature is the first step in design.