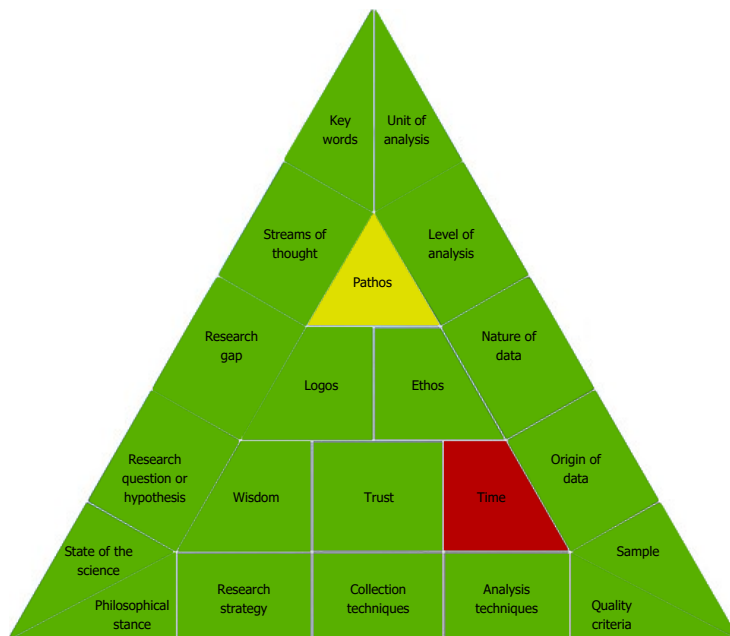


## Example

**Author:** Ricardo Morais

**Date:** 2016-11-02 - 16:15:52 (GMT)

**Self-evaluation:** 93%



## Key words

### 1/21. Theoretical question: which are the two main keywords of your research?

My research focus is the relationship between personal contacts and multinational coordination. Personal contact is defined as an instance of communication with another person. Coordination is defined as any means for achieving integration among different entities (Martinez & Jarillo, 1989).

References:

Martinez, J. & Jarillo, J. (1989). The evolution of research on coordination mechanisms in multinational corporations. *Journal of International Business Studies*, 20(3), 489-514.

**Self-evaluation:** 100%

## Streams of thought

### 2/21. Theoretical question: which are the two main streams of thought of your literature review?

Two opposite streams of thought on my research topic are the process approach to multinationals (Doz & Prahalad, 1991) and the network approach to multinationals (Forsgren & Johanson, 1992).

The key debate between these two streams of thought is whether multinational informal mechanisms of coordination are designed top-down or are organic bottom-up.

References:

Doz, Y. & Prahalad, C. (1991). Managing DMNCs: A search for a new paradigm. *Strategic Management Journal*, 12, 145-164.  
Forsgren, M. & Johanson, J. (Eds.) (1992). *Managing Networks in International Business*. Philadelphia: Gordon and Breach Science Publishers.

**Self-evaluation:** 100%

## Research gap

### **3/21. Theoretical question: which is the main gap that your research addresses?**

The issue of individuals networks as enablers and driving forces in internationalisation is a phenomenon well known to practitioners, but which has received very little attention among scholars (Axelsson & Agndal, 2000).

References:

Axelsson, B. & Agndal, H. (2000). Internationalisation of the firm: A note on the crucial role of the individual's contact network. Proceedings of the 16th IMP Annual Conference. Bath, UK.

**Self-evaluation:** 100%

## Research question or hypothesis

### **4/21. Theoretical question: which is the main question or hypothesis of your research?**

My research question is how personal contacts influence multinational coordination.

**Self-evaluation:** 100%

## State of the science

### **5/21. Theoretical question: which is the current answer to your research question or hypothesis?**

The current answer to my research question is that socialization is an important mechanism of coordination in multinationals (Martinez & Jarillo, 1989).

References:

Martinez, J. & Jarillo, J. (1989). The evolution of research on coordination mechanisms in multinational corporations. *Journal of International Business Studies*, 20(3), 489-514.

**Self-evaluation:** 100%

## Philosophical stance

### **6/21. Methodological question: which is the philosophical stance of your research?**

The specific term for my research s philosophical stance is realism (e.g. Morais 2011).

References:

Morais, R. (2011). Critical realism and case studies in international business research. In Piekkari, R. & Welch, C. (Eds.) *Rethinking the Case Study Approach in International Business and Management Research*: 63-84. Cheltenham, UK: Edward Elgar Publishing.

**Self-evaluation:** 100%

## Research strategy

### **7/21. Methodological question: which is the qualitative, quantitative or mixed method of your research?**

My research strategy is case study research (e.g. Yin, 1994).

References: Yin, R. (1994). *Case Study Research: Design and Methods*. 2nd edition. Thousand Oaks, CA: Sage.

**Self-evaluation:** 100%

## Collection techniques

### **8/21. Methodological question: which are the data collection techniques of your research?**

The data collection techniques adopted in my research are collection of documents and interviews (e.g. Patton, 1990).

References:

Patton, M. (1990). *Qualitative Evaluation and Research Methods*. Newbury Park, CA: Sage.

**Self-evaluation:** 100%

## Analysis techniques

### **9/21. Methodological question: which are the data analysis techniques of your research?**

The data analysis techniques adopted in my research are taxonomy and analytical induction. The computer software adopted in my research is QSR NUD\*IST for qualitative data analysis (e.g. Richards, 2000).

References:

Richards, L. (2000). Using N5 in Qualitative Research. Melbourne: QSR International Pty.

**Self-evaluation:** 100%

## Quality criteria

### **10/21. Methodological question: which are the tactics of your research to ensure scientific quality criteria?**

The quality criteria adopted in my research are external validity, internal validity, construct validity, convergent validity, and reliability (e.g. Guba & Lincoln, 1998).

My research adopts tactics in order to increase external validity (sample for descriptive generalisation), internal validity (quasiinductive reasoning for development of theory), construct validity (pilot interview, clarifications in interviews, feedback from interviewees, and interviewees verbatim responses), convergent validity (triangulation of streams of thought, collection techniques, and origin of data), and reliability (data matrix, consent form, standardised open-ended interview guide, and computer software for qualitative data analysis).

References:

Guba, E. & Lincoln, Y. (1998). Competing paradigms in qualitative research. In Denzin, N. & Lincoln, Y. (Eds.) *The Landscape of Qualitative Research: Theories and Issues*, 195-220. Thousand Oaks, CA: Sage.

**Self-evaluation:** 100%

## Unit of analysis

### **11/21. Empirical question: which is the unit of analysis of your research?**

The unit of analysis which I compare in reality in order to operationalise the relationship between personal contacts and multinational coordination is social network of foreign subsidiary manager.

**Self-evaluation:** 100%

## Level of analysis

### **12/21. Empirical question: which is the level of analysis of your research?**

The level of analysis of my unit of analysis is individual.

**Self-evaluation:** 100%

## Nature of data

### **13/21. Empirical question: which is the nature of the data of your research?**

The qualitative data collected in my research include text (interview transcripts and documents) and multimedia (websites).

The quantitative data collected in my research include key figures of multinationals and their subsidiaries.

**Self-evaluation:** 100%

## Origin of data

### **14/21. Empirical question: which is the origin of the data of your research?**

The primary data collected in my research include text (interview transcripts).

The secondary data collected in my research include text (documents) and multimedia (websites).

**Self-evaluation:** 100%

## Sample

### **15/21. Empirical question: which is the sample of your research?**

My sample includes 11 social networks of foreign subsidiary managers, including 3 parent country nationals, 4 host country nationals, and 4 third country nationals.

**Self-evaluation:** 100%

## Pathos

### **16/21. Rhetorical question: which are the positive and negative emotions of your research?**

The positive emotions associated with my research are scientific publications for science, consulting services on multinational management for industry, and public policy on foreign direct investment.

My research is not associated with negative emotions in terms of ethics or conflicts of interest as described in the consent form that interviewees sign before data collection.

**Self-evaluation:** 50%

## Logos

### **17/21. Rhetorical question: which is the scientific logic of your research?**

The scientific logic adopted in my research is quasi-inductive.

**Self-evaluation:** 100%

## Ethos

### **18/21. Rhetorical question: which are the limitations of your research?**

The main theoretical limitation of my research is the absence of other streams of thought about personal contacts and multinational coordination.

The main methodological limitation of my research is the absence of other research strategies than case study research.

The main empirical limitation of my research is the absence of data about the personal contacts described by the interviewees.

**Self-evaluation:** 100%

## Wisdom

### **19/21. Authorial question: which is your education and experience related with your research?**

My education is a M.Sc. in Management being synergetic with my research on the influence of personal contacts on multinational coordination.

My experience includes a professional position as controller of a Brazilian subsidiary of a Finnish multinational being synergetic with my research on the influence of personal contacts on multinational coordination.

**Self-evaluation:** 100%

## Trust

### **20/21. Authorial question: who are the partners of your research?**

My literature review is supported by my supervisor, lecturers of advanced topic courses, and experts I have contacted in conferences and by email.

The implementation of my research strategy is supported by my supervisor, teachers of methodology courses and seminars, and methodological experts I have contacted in conferences and by email.

My data collection is supported by relatives, friends, and acquaintances with access to cases in reality.

**Self-evaluation:** 100%

## Time

### **21/21. Authorial question: which is your availability of time and resources for your research?**

I have full-time availability in order to conduct my research.

In addition to time, I need a scholarship for four years and specific grants to attend international conferences.

**Self-evaluation:** 0%