

# RESEARCH METHODOLOGY IN STRATEGY AND MANAGEMENT

Series Editors: David J. Ketchen, Jr.  
and Donald D. Bergh

Previous Volumes:

- Volumes 1–5: Research Methodology in Strategy and Management – Edited by David J. Ketchen, Jr. and Donald D. Bergh
- Volume 6: Building Methodological Bridges – Edited by David J. Ketchen, Jr. and Donald D. Bergh
- Volume 7: West Meets East: Toward Methodological Exchange – Edited by Catherine L. Wang, David J. Ketchen, Jr., and Donald D. Bergh