Contents

List of contributors
Towards a Second Order Research Methodology
Grounded Theory: Its Diversification and Application Through two Examples from Research Studies on Knowledge and Value Management 22 Kirsty Hunter, Subashini Hari, Charles Egbu and John Kelly
Interpretivism and the Pursuit of Research Legitimisation: An Integrated Approach to Single Case Design
Applying a Behavioural Simulation for the Collection of Data 63 Kristina Risom Jespersen
Individualised Rating-Scale Procedure: A Means of Reducing Response Style Contamination in Survey Data?
Pragmatic Research Design: an Illustration of the Use of the Delphi Technique
Googling Companies - a Webometric Approach to Business Studies 116 Esteban Romero-Frías
The Factors that Influence Adoption and Usage Decision in SMEs: Evaluating Interpretive Case Study Research in Information Systems 141 Japhet Lawrence

Leading Issues in Business Research Methods

Strategies for Gaining Access when Doing Fieldwork: Reflections of two	
Researchers	164
Satirenjit Kaur Johl and Sumathi Renganathan	
Taking Stock of Research Methods in Strategy-as-Practice	183
Using Focus Groups in Studies of ISD Team Behaviour Colm O'hEocha, Kieran Conboy and Xiaofeng Wang	196