Call for Papers

Applying mixed methods research designs to key challenges and complexities in business

Image credit: © [M] Youssef / Generated with AI / Stock.adobe.com

Mixed Methods Research (MMR) has been labelled the 'third methodological movement' and a field that has matured considerably in the last two decades with a strong global cross disciplinary scholarly and methodological community. MMR offers multiple perspectives to study increasingly rapidly changing VUCA (Volatile, Uncertain, Complex & Ambiguous) contexts.

Applying MMR designs requires advanced research skills and a strong knowledge base in its methodological foundations and associated key characteristics.

The objective of this Collection is to showcase the application of MMR designs to complex business problems and to evidence the insights that these research designs give to addressing key business issues. The uptake and adoption of MMR designs across the vast array of business sub-disciplines has been anything but consistent. Strong research methodology and research training traditions in certain sub-disciplines has, to a varying extent, hindered methodological innovation. Other sub-disciplines have increasingly utilised and accepted MMR for publication.

This Collection supports and amplifies research related to SDG 9.

Guest Editors

- **Roslyn Cameron**: Torrens University, Australia
- **Sergi Fàbregues**: Universitat Oberta de Catalunya, Spain

https://www.nature.com/collections/jhafjedfie

Submission Deadline: 29th May 2024