**Presenter:** Dr. Richard Bagozzi, Dwight F. Benton Professor of Behavioral Science in Management, University of Michigan

**Title:** Structural Equation Models for Cooperative Small Group Contexts: The Interplay of Theory and Method in Goal-Directed Behavior

**Abstract:** Theory and method influence each other: how we conceive of phenomena constrains how we measure it, and how we measure phenomena shapes how we think about it. To better understand certain aspects of small group behavior (e.g., family decision making; purposive behavior of teams), I introduce a new conceptualization of small group behavior (plural subject theory) and apply structural equation models (SEMs) to it. The SEMs aim to test hypotheses with respect to goal-directed behavior of small groups and do so while correcting for systematic (e.g., method) and random error. People in small groups act as key informants of shared aims, desires, decisions, and other states or traits within a framework of collective social action. In contrast to the more common "singularist" approach to social action, where small group behavior is formulated in terms of beliefs, feelings, intentions, and other states or traits of individuals in the group, plural subject theory relies on group members providing information on collective properties jointly held by members with regard to such mutual states as group beliefs, emotions, desires, intentions, etc. In other words, focus is on collective intentionality, not individual intentionality, which is better suited to small group behavior.

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**Presenter:** Dr. Scott Turner, Associate Professor of Management, University of South Carolina

**Title:** Mixed Methods in Strategy and Organizations Research

**Abstract:** All methods individually are flawed, but these limitations can be mitigated through mixed methods research, which combines methodologies to provide better answers to our research questions. This presentation discusses a research design framework for mixed methods work that is based on the principles of triangulation. Core elements for the research design framework include theoretical purpose, i.e., theory development and/or theory testing; and methodological purpose, i.e., prioritizing generalizability, precision in control and measurement, and authenticity of context. From this foundation, consideration is given to how the multiple methodologies are linked together to accomplish the theoretical purpose, focusing on three types of linking processes: convergent triangulation, holistic triangulation, and convergent and holistic triangulation. The implications of these linking processes for the theory at hand are discussed, taking into account the following theoretical attributes: generality/specificity, simplicity/complexity, and accuracy/inaccuracy. These ideas are drawn together into a roadmap that can serve as a design guide for organizational scholars conducting mixed methods studies.