

Research Approaches in the Economic and Management Sciences of South Africa

Rashieda Davids*

Department of Economics, University of KwaZulu-Natal, Pietermaritzburg, KwaZulu-Natal, South Africa

Introduction

However, this does not imply that disciplinary boundaries should always be disregarded. While using a single research paradigm and adhering to disciplinary limitations can restrict students within a narrow perspective of knowledge, embracing multiple perspectives allows for interdisciplinary exploration. By supporting multiple research approaches, we acknowledge the need to employ them not for the sake of it but for their capacity to address specific types of research questions. While the primary focus should be on selecting the most suitable method to answer the research question effectively, many fields are increasingly advocating and utilizing mixed methods due to the advantages they offer. In essence qualitative data provides a detailed understanding of a problem, while quantitative data provides a broader understanding of the same problem.

Description

The term mixed methods research is intentionally preferred in this context as it is widely used in the existing literature and effectively captures the essence of combining research methodologies better than other terms. MMR is an umbrella term that encompasses situations where multiple methodological approaches are utilized in combination, typically involving a mixture of qualitative and quantitative elements, although not necessarily limited to them. It is worth noting that Christ discussed combinations of multiple qualitative approaches within the framework of MMR. While the use of multiple qualitative approaches is often referred to as triangulation, we adopt the definition provided as the background for our study, although the debate on the definition of MMR continues within academic circles. Regardless of the preferred definition, it is essential to ensure that mixing methods is not treated superficially. It should be approached at both philosophical and methodological levels, rather than solely at the research techniques stage [1,2].

The significant growth of MMR over the past two decades can be attributed to several factors. These include recognition that the complexity of contemporary research problems necessitates multifaceted research designs and techniques capable of addressing questions that cannot be adequately answered by single methodologies. MMR offers researchers the opportunity to concurrently develop and validate theories within the same study. Additionally, a new generation of scholars has challenged traditional ways of thinking about the research process, embracing methodological innovation and complementarity. Furthermore, successful examples of research studies that bridge the quantitative-qualitative divide have contributed to the acceptance of combining both approaches, leading to a better understanding of research problems compared to using either method alone. The popularization of mixed methods research has been facilitated by the publication of comprehensive books and dedicated journals such as the Journal of Mixed Methods, which exclusively focuses on publishing MMR articles.

*Address for Correspondence: Rashieda Davids, Department of Economics, University of KwaZulu-Natal, Pietermaritzburg, KwaZulu-Natal, South Africa; E-mail: davidsrash@ukzn.ac.za

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Several journals, including the Journal of Counselling Psychology, Qualitative Research in Accounting and Management, The International Journal of Social Research Methodology: Theory and Practice and Journal of Multiple Research Approaches, have dedicated entire issues to articles that incorporate mixed methods research [3,4].

Despite its increasing popularity, dissenting views on the potential contributions of MMR to knowledge still persist. De Loo and Lowe argue that the actual impact of MMR is often exaggerated. Both phrases and numbers carry which means which is wanted in absolutely expertise the world. It is clear that there's advantage in combining the complementary strengths of qualitative and quantitative studies techniques while carrying out a study. MMR has cost to diverse disciplines. The principal appeal of MMR is that it: can concurrently cope with a numerous variety of confirmatory and exploratory questions and unmarried-technique research frequently cope with handiest one or the opposite 2 Mixed techniques studies as opposed to classical triangulation Denzin cautions researchers now no longer to confuse triangulation for combined techniques studies [5].

Conclusion

For instance, in methodological triangulation the purpose is to test a solution now no longer with a view to benefit similarly statistics so that you can produce an solution. This can also additionally contain one of a kind reasserts of qualitative statistics (e. g. interviews, documents, commentary) and now no longer always quantitative and qualitative reasserts. The subject of methodological triangulation is validation and now no longer development. In that feel it's far greater of a size method than a studies layout.

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Conflict of Interest

The authors declare that there is no conflict of interest associated with this manuscript.

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