

PITCHING SESSION

a. Áreas de interés

Article

Action Research as a Meta-Methodology in the Management Field

Amaya Erro-Garcés¹ and José A. Alfaro-Tanco¹

International Journal of Qualitative Methods

Volume 16, No. 1

Article first published online: 15 January 2020

DOI: 10.1177/1049981519871449

©SAGE

Abstract

Although it was first developed in the field of psychology, action research is a methodology of growing importance in business and management contexts. In this research article, we focus on a significant aspect of action research: the variety of methodologies that can be used jointly in an action research study and its relationships. More specifically, the aim of this study is to underscore the definition of action research as a meta-methodology that encompasses different ways of carrying out empirical research. To this end, we perform a meta-analysis of articles discussing empirical research that used an action research methodology. The meta-analysis is based on a systematic review of articles published between 2000 and 2018. The main findings suggest that action research may be regarded as a multidisciplinary method and that it can be implemented jointly with other methodologies, not just qualitative methods but also quantitative research. Consequently, action research may now be defined as a meta-methodology or an umbrella process. In this way, action research is a solid whole implementation capable to be promoted in the business/management field as a way of enhancing relevant, rigorous empirical studies and serving as a framework reference in projects based on research and practice contribution as well as active collaboration between researchers and practitioners.

Keywords

action research, meta-analysis, methodology, qualitative research, review

Introduction

Action research (hereafter AR) is an approach to research that aims to both take action and create knowledge or theory about action (Coughlin & Coughlin, 2002). A simple search of the term “Action Research” on “Google Scholar” yields to an incredible return of 1,250,000 results. Limiting the search to the last 2 years, 580,000 results are found. These data give a first view of the interest of this methodology and its increasing use in academic contexts.

There are many definitions of AR, but one of the most frequently cited appears in Rapoport (1970): “Action research aims to contribute to the practical concerns of people in an immediate problematic situation and to the goals of social science by joint collaboration within a mutually acceptable ethical framework” (p. 499). In this way, AR brings together researchers on, so the case of business research, organizations. In other words, AR tries to understand problems (research) and give them a justification through practice (action), that is, it is a practical action. Both the research and the action itself are part of the results of this process. Moreover, the participation of the organization in the study increases both the authenticity and the transferability of the results because the analysis is conducted

in a collaborative manner (Argyris & Schön, 1991). Thus, the researchers obtain more rigorous information, and the study is more valuable for the entity that carries it out.

In this study, we focus on the implementation of AR in various research fields related to business. A number of papers have signaled the significance of AR in some of these fields as a methodology to apply in relevant and rigorous empirical studies. For instance, Coughlin and Coughlin (2002) in a benchmark paper on operations management research, and Perry and Gummesson (2004) in the marketing field. According to Hill-drum and Steward (2007), although there is great demand for articles and books describing what action researchers do, there is little methodological literature available explaining how researchers can go about writing such articles and books.

1 Universidad Pública de Navarra, Pamplona, Spain

2 Universidad de Navarra, Pamplona, Spain

Corresponding Author:

Amaya Erro-Garcés, Universidad Pública de Navarra, Campus Arrosadua s/n, 31006 Pamplona, Navarra, Spain

Email: amaya.erro@unavarra.es

Creative Commons Non-Commercial CC BY-NC

This article is distributed under the terms of the Creative Commons Attribution Non-Commercial 4.0 License (http://creativecommons.org/licenses/by-nc/4.0/), which permits non-commercial use, adaptation and distribution of the work without further permission provided the original work is attributed as specified on the SAGE and Open Access pages (http://journals.sagepub.com/enrichment/open-access-licenses-page)

The current issue and full text archive of this journal is available on Emerald insight at: <https://www.emerald.com/insight/0953-4814.htm>

The role of human resource management practices on the results of digitalisation. From Industry 4.0 to Industry 5.0

Amaya Erro-Garcés and Maria Elena Aramendia-Muneta

Department of Business Administration, Universidad Pública de Navarra, Pamplona, Spain

Role of human resource management practices

585

Received 26 November 2021

Revised 17 July 2022

2 January 2023

16 April 2023

Accepted 22 May 2023

Abstract

This article aims to analyse the impact of data analytics and robots on firms' performance across Europe.

Design/methodology/approach. This paper aims to examine the impact of data analytics and robots on companies' performance; multilevel models are estimated. Empirical research is based on the fourth round of the European Company Survey 2020.

Findings. The main findings show that human resource management practices (HRMPs) are relevant to explain firms' profits. Therefore, human resource practices and technology are complementary resources to achieve higher results. A positive and significant relation between profits and the use of data analytics to monitor employee performance was found. In addition, positive and significant relations between human resource practices and profitability were obtained.

Practical implications. From a practical perspective, this article helps to understand the role of technological and human factors in profitability, and it emphasizes the relevance of human resource strategies and technology to accomplish business outcomes.

Originality/value. This study's findings reinforce the concept of Industry 5.0 which highlights the role of humans in the digitalization process.

Keywords: Digitalization, Automation, Data analytics, Human resource management practices, Economic results, Industry 5.0

Paper type: Research paper

Introduction

The digital economy is having a great impact on the global economy; information and telecommunication technologies (ICTs) affect every industrial sector. At the same time, they transform social relationships, communications, education, jobs and buying habits. In this context, firms realize that there is a need to adapt technologies in their business activities in order to meet their market demands. Big data analytics, cyber physical systems, the Internet of Things, and system integration, amongst others, emerge to assist the production process and improve productivity. These technologies facilitate flexible production and enable the personalization of products. Therefore, companies include digitalization in their strategies to improve their results, growth and productivity.

Employees are required to adapt their competencies to this new scenery, where digital skills are a key element to prosper in a digitalized economy and Industry 5.0. Human resources have a central role in the implementation of the digitalization process, as employee skills and engagement are crucial to succeed in this new framework. Even management should be different to support employees in this new environment (Green and

Journal of Organizational Change

Vol. 16, No. 1

© Emerald Publishing Limited

10.1108/JOC-01-2022-0001

Funding: This work was supported by the Ministerio de Ciencia e Innovación under Grant PID2020-113018GB-I00.

Chapter 15

Open Social Innovation: An Approach to Public Organizations

Amaya Erro-Garcés

<https://doi.org/10.1002/9781119534814.ch15>

Maria Elena Aramendia-Muneta

<https://doi.org/10.1002/9781119534814.ch15>

ABSTRACT

Three public European case studies are presented as an evaluation of a preliminary test of an adapted questionnaire to measure open social innovation. Findings include the differences and similarities between public and private performance. Public practitioners integrate these experiences later than private. The reasons for engaging in open innovation are different: whereas improving citizens' relationships is the major public reason, creating partnerships is the private driver. Finally, technologies help open innovation in both public and private cases. Furthermore, it may be concluded that there is a lack of open social innovation professionals that leads to a barrier in the development of these policies in the public sector.

INTRODUCTION

Innovation has a deep impact on social aspects, such as individuals, organizations, and policies. However, the research of innovation becomes more complex in public establishments, where the innovativeness of the organizations and the adaptability of the innovation should follow a determined process (Downs & Mohr, 1976). Despite this complexity, as innovation is a driving factor in the growth of the public sector (North & Thomas, 1973), further investigation of this field is necessary.

Open innovation (OI) is a different approach to the traditional closed perspective. It is defined as “the breaking down of an organization's boundaries to encourage the flow of knowledge and innovation – both internally and externally – to promote innovation” (Chesbrough, 2003, p. 124). Open innovation is a new paradigm based on principles of integrated collaboration, co-created shared value, cultivated innovation

JOURNAL OF SOCIAL ENTREPRENEURSHIP
2020, VOL. 11, NO. 1, 300-316
<https://doi.org/10.1080/19420676.2019.1640773>

Creativity and Emotions as Drivers for Social Entrepreneurship

Amaya Erro-Garcés

Department of Business Administration, Public University of Navarre, Pamplona, Spain

ABSTRACT
Social entrepreneurship is closely related to welfare because social welfare emerges when creativity, innovation and entrepreneurship are developed together, creating a ‘cluster of value’ that appears when several value chains are bundled together, resulting in increased employment. This paper presents three cases in which a main character drives a ‘cluster of value’: Father Atxandierrieta, Mr Huarte and Mr Pérez Peñalís. Findings show the relevance of emotions, the role of teams and experts that recognize innovations, the relevance of stakeholder wealth and the importance of linking day-to-day challenges to social entrepreneurship, because creativity is closely related to everyday concerns.

KEYWORDS
Social entrepreneurship; creativity; multiple case study; emotional intelligence; emotions

When a person has an inborn genius for certain emotions, his life differs strangely from that of ordinary people, for none of their usual deterrents check him.

William James, 1902

Introduction

Social entrepreneurs differ from other entrepreneurs because they are not just concerned about profits: they create social value through innovations that address citizens' problems rather than individual needs (Zadek and Thake 1997; Kramer 2005; Urbano, Toledano, and Ribero-Soriano 2010). In this sense, social entrepreneurs intend to benefit others with their actions (Christopoulos and Vogl 2015), and, consequently, they achieve social outcomes, contribute to the progress of citizens and reduce unemployment (Sepúlveda 2014). In short, social entrepreneurship (hereafter, SE) offers solutions to social, economic and environmental problems at the local level and, by doing so, creates social and economic progress (Ellis 2010). For instance, during the economic crisis, several people became social entrepreneurs to create their own employment and also helped others.

Along this line, stakeholder theory states that a company must create value for all affected groups involved in a business (e.g. employees, customers, suppliers, financiers,

CONTACT Amaya Erro-Garcés amaya.erro@unavarra.es
© 2019 Informa UK Limited, trading as Taylor & Francis Group

Received 17 August 2021 | Revised 13 January 2022 | Accepted 3 February 2022

DOI: 10.1111/ijcs.12407

ORIGINAL ARTICLE

International Journal of Consumer Studies | WILEY

Impact of artificial intelligence on customer engagement and advertising engagement: A review and future research agenda

Clara Suralta-Sánchez¹ | Maria Elena Aramendia-Muneta²

Abstract

This study, through a bibliometric analysis, aims to provide increased knowledge of the evolution and effects of artificial intelligence over the last 30 years in customer engagement and advertising engagement. Articles were gathered from three data bases by using combinations of keywords (artificial intelligence, customer engagement, advertising engagement, marketing, machine learning, etc.). A set of inclusion/exclusion criteria were then applied to obtain the final sample. The final sample was made up of 190 peer-reviewed articles. Three separate analyses were performed to test the sample. A performance analysis identified the articles' years of publication, contributions per country and the performance/output of the relevant journals. A data analysis created 10 clusters; these are examined in depth, and provide explanations of the evolution of the relevant scientific production. The study's findings offer a wide perspective of research undertaken to date, and identify possible research gaps. This research contributes to the marketing field by bridging a gap, through understanding a bibliometric analysis, in the research about the impact of artificial intelligence on customer and advertising engagement over the years 1991 through 2022. It offers scholars and researchers ideas for future research.

KEYWORDS

advertising engagement, artificial intelligence, customer engagement, machine learning, marketing

1 | INTRODUCTION

Over the last few decades, the human race has faced a new revolution, the Fourth Industrial Revolution (Frank et al., 2013). Technical innovation in various fields have attracted great interest from researchers, in fields such as marketing (Mishkin & Schmitz, 2021), Christakos & Parakey, 2021; Davenport et al., 2020; Jank & Mainieri, 2021; Rautavaara et al., 2014; Vahid et al., 2021), business-to-business marketing models (Chen et al., 2016; Chen, Jiang, et al., 2022; Hsu et al., 2021; Jiang, 2021; Kim & Moon, 2021; Saura et al., 2021; Sundberg & Cheng & Rose, 2021; Winkler et al., 2021).

This is an open access article under the terms of the [Creative Commons Attribution License](https://creativecommons.org/licenses/by/4.0/), which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

Int J Consum Stud. 2024;46:1-17.
<https://doi.org/10.1111/ijcs.12407>

wileyonlinelibrary.com/journal/ijcs

1 of 17

b. Objetivos e Intereses

i. Propósito de la presentación:

- Unirnos a un consorcio

ii. Áreas o Calls de interés:

- Proyectos de investigación en empresa (recursos humanos, organización, marketing...).

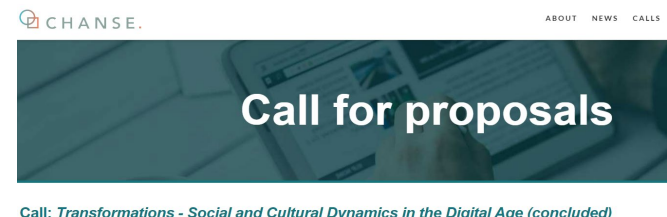


iii. Qué puedes aportar:

- Experiencia en la evaluación de proyectos (ej. Chanse, HaDEA, Linz Institute, etc.), contactos con universidades e instituciones y empresas europeas, experiencia en la gestión de iniciativas Erasmus +, Interreg, experiencia en la gestión en la actualidad de proyectos UNITA, proyectos COST, apoyo en el desarrollo de marcos teóricos en los proyectos, metodología AR, etc.

iv. Qué estás buscando/partners:

- Socios con intereses comunes



Contacto: Elena Aramendia-Muneta & Amaya Erro-Garcés



Elena Aramendia-Muneta

elena.aramendia@unavarra.es

Maria Elena Aramendia-Muneta, PhD, is an Associate Professor in the Business Management Department at Universidad Pública de Navarra, Spain. Her primary research fields are digital marketing, circular fashion, sustainable tourism, and marketing history. She has published in journals such as Telematics and Informatics, Journal of Promotion Management, International Journal of Consumer Studies, Journal of Historical Research in Marketing, and Journal of Gender Studies. She has participated as a researcher and project manager in calls for proposals such as Horizon 2020, Interreg IVC and Leonardo Da Vinci- Innovation Transfer.

Amaya Erro-Garcés

amaya.erro@unavarra.es

Amaya Erro-Garcés, PhD is Associate Professor at the Universidad Pública de Navarra (UPNA) in Spain.

Her research is focused on Action Research (AR), open innovation, teleworking, and digital transformation.

Her articles have been published in the International Business Review, Human Resource Management Journal, Employee Relations, International Journal of Manpower, and Journal of Manufacturing Technology Management, among other outlets. Visiting Fellow and research visits at Hasselt University (Belgium), Urbino Carlo Bo University (Italy), Darmstadt University (Germany), Vilnius Technical University (Lithuania), Pau University (France), and Bordeaux University (France). From 1999 to 2014, she worked at the Chamber of Commerce and Industry of Navarre where she came to hold the position of General Manager. She worked in areas such as business creation, internationalization, and research studies, holding various positions of responsibility within the institution.

