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# Mixed Method Research - Qualitative Comparative Analysis

By Roland Spitzlinger

Grin Verlag GmbH Mai 2010, 2010. Taschenbuch. Book Condition: Neu. 218x149x1 mm. This item is printed on demand - Print on Demand Titel. Neuware - Seminar paper from the year 2006 in the subject Business economics - General, grade: Sehr Gut, Vienna University of Economics and Business (EuropaInstitut), course: Qualitative Methoden, language: English, abstract: Traditionally most social researchers either employ purely qualitative or quantitative methods, even though a mixed method strategy may promise better results. The present paper introduces Qualitative Comparative Analysis (QCA) as a mixed method alternative for data analysis. It may be of particular value when dealing with small-n case studies, which typically do not permit profound statistical testing. QCA enables researchers to filter those variables or combinations of variables that empirically result in (and possibly explain) a certain outcome. As such, the method can also be used to analyze the impact of social networks on companies innovation performance and promises valuable new insights in the field. 20 pp. Englisch.



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