

The Adoption of a Robust Research Methodology when Researching the Competitive Behaviour of the Small Organisation

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The Methodological Process as Applied to this Paper

1

- Discussion between the three researchers on how to position ourselves in this writing process

2

- Collaborative structure to the research writing formulated, considering the philosophical positioning and methodological choice

3

- Write-up of proposal, presentation and acceptance from ISBE committee

4

- Collective discussion on how to proceed and in turn individually reflecting and writing our reflexive process

5

- Coming back together to collaboratively discuss the individual reflexive journal

6

- Visiting the research findings, writing the text, also considering the literature in the field

7

- Reflexivity on the collective text

8

- Final discussion, changes implemented and concluding final text

- **Practitioner Researchers**
- **Critical reflexivity**
- **Interpretation and Reflection**
- **The Process**

The Research Philosophies of Both Principal Investigators

Project 1: Strategic Behaviour of Small Firms

Axiological Positioning: My history & background

Ontological Positioning: Technical background – post-positive philosophy

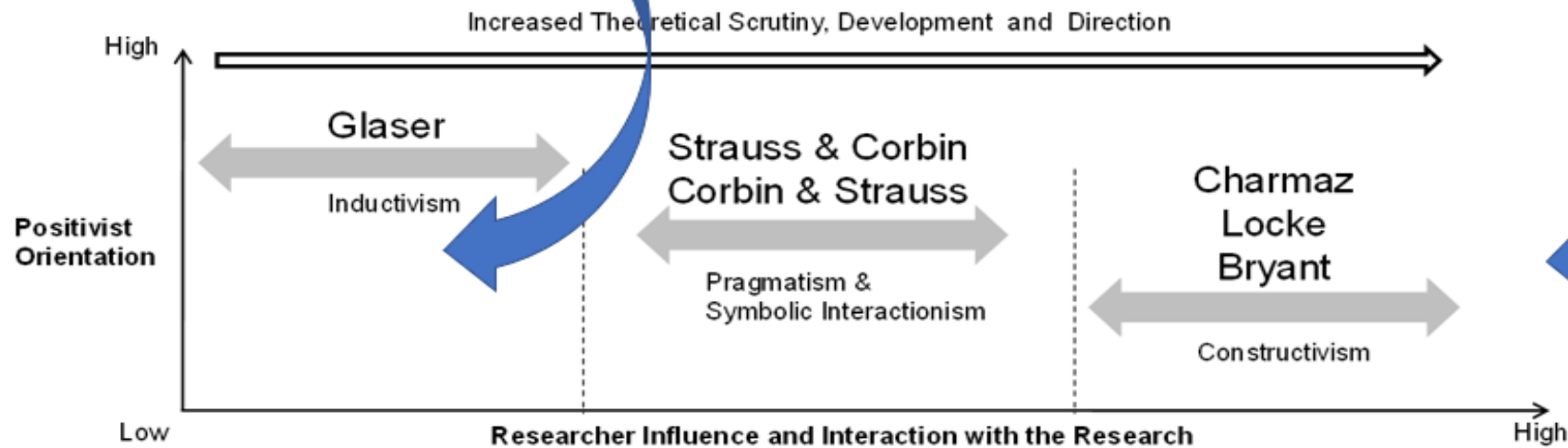
Epistemological Positioning:

Project 2: IT-Business Strategy Alignment

Axiological Positioning: My history & background

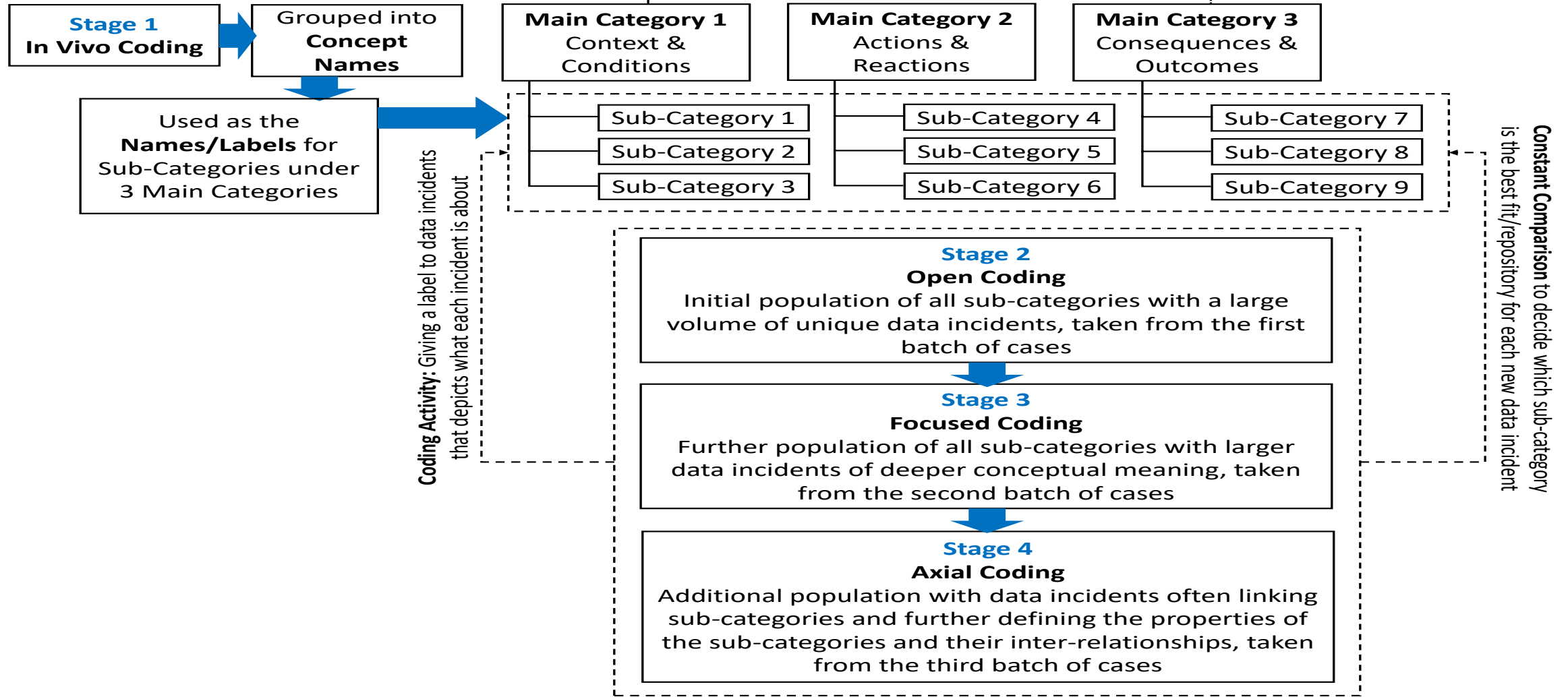
Ontological Positioning: Background in Social Sciences – anti-positivist, constructivist philosophy

Epistemological Positioning:

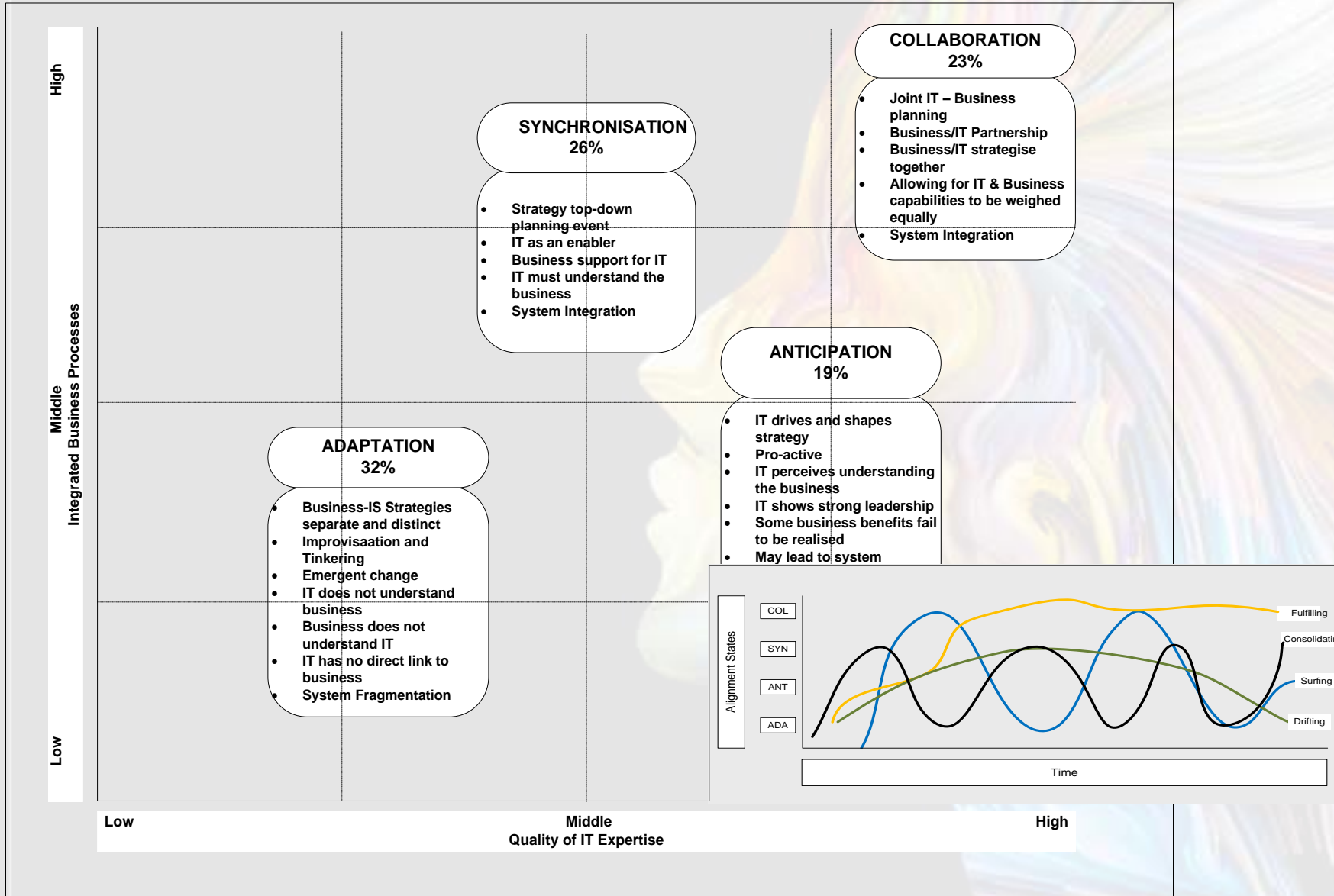


GT Implementation Framework

Adopted from the Strauss & Corbin Conditional Matrix

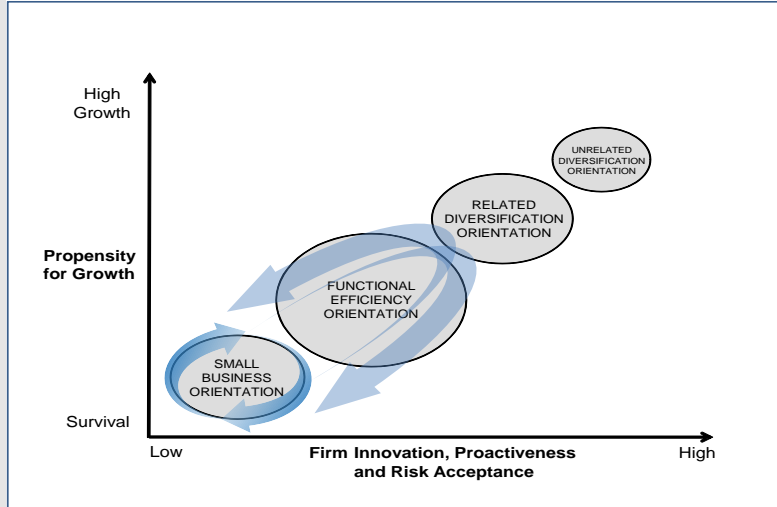


Model for Small Business IT-Strategy Alignment

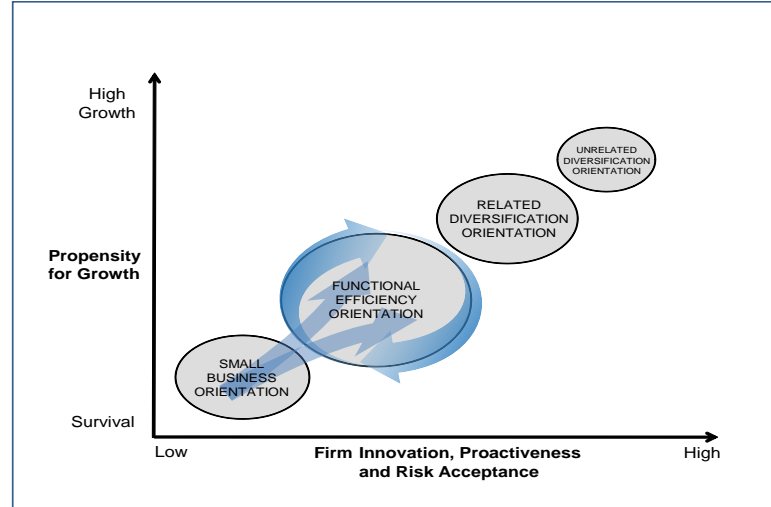


- **Comparison** of IT-Strategy Alignment States
- **Two Core Categories:** Integrated Business Processes vs Quality of IT Expertise
- **Four Levels** of IT-Strategy Alignment States: Adaptation, Anticipation, Synchronization, Collaboration
- **Four Unique IT Alignment Patterns:** Drifting, Surfing, Consolidation, Fulfilling

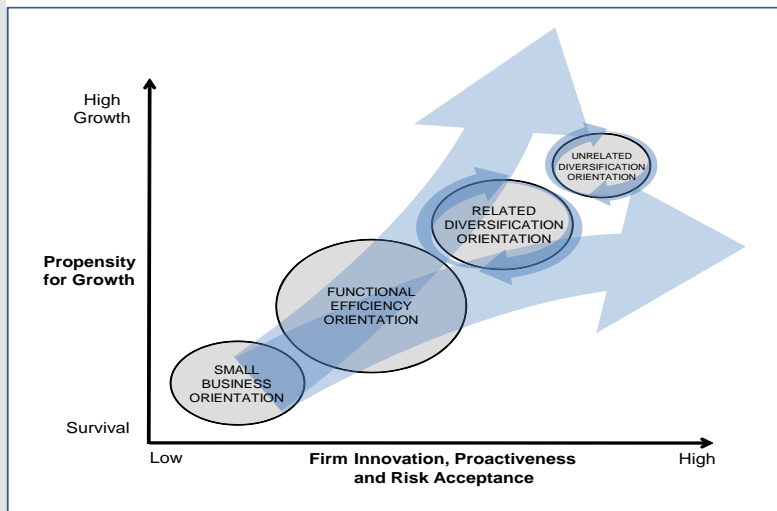
Model for Small Business Strategic Behaviour



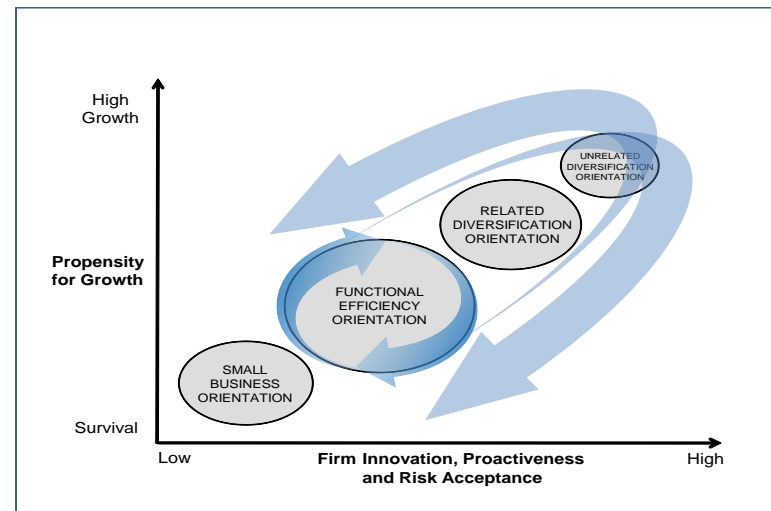
Retrenchment Trajectory



Controlled Focus Trajectory



Growth Trajectory



Repositioning Trajectory

- **Four identified lifecycle states**, mapped out against the two core categories of 'Propensity for Growth vs Entrepreneurial Behaviour'
- **Trajectory 1:** Firms oscillating within SBO state or moving between this state and the FEO state.
- **Trajectory 2:** Firms moving up into the FEO state or remaining within it.
- **Trajectory 3:** Firms gradually moving into the RDO or beyond into the UDO state
- **Trajectory 4:** Repositioning into the FEO state



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THANK YOU