



Mixed Method Research - Qualitative Comparative Analysis

Roland Spitzlinger

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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.

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