

Call for Papers: Feature Topic: Construct Measurement in Strategic Management

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**Gust Editors: Brian Boyd, Don Bergh,
Duane Ireland, and Dave Ketchen**

Strategic management is considered to be a younger subspecialty of management. As such, it often has been criticized for a lack of rigor in both the framing and testing of hypotheses. In response to this concern, limitations in strategic management research practices, along with recommendations for improvement, have been identified in a stream of articles. The results of these articles have substantially influenced subsequent research designs and methods of execution. Construct measurement stands out as a specific area that would benefit from a focused feature topic, as relatively limited emphasis has been placed on measurement issues in strategic management articles. Therefore, *Organizational Research Methods (ORM)* invites authors to submit manuscripts for a feature topic on **Construct Measurement in Strategic Management**.

The goal of this feature topic is to advance knowledge regarding the design and application of constructs in empirical strategic management studies. Therefore, we encourage papers that are diverse in approach, including quantitative, qualitative, and review papers. The special section might include, but is not restricted to, the following:

- The definition of a firm's strategic orientation vis-à-vis Porter's typology versus that of Miles and Snow
- The representation of firms' aspirations (We see plenty of studies that assume industry average performance and/or the firm's previous year performance as reasonable ways to represent aspirations.)
- Construct validation of approaches to measurement of prominent strategic management constructs, such as diversification, discretion, knowledge, or social capital
- Measurement issues in qualitative studies
- The application of formative versus reflective indicators
- The use and/or misuse of proxies and how they can undermine construct validity and thus undermine knowledge creation
- Issues with retrospective data
- Use of survey data, including reliance on single respondents to capture group-level phenomena and/or whether traditionally low response rates contaminate construct measurement
- Development and use of multilevel variables
- Development and validation of new measures for strategic management constructs

Papers will undergo the usual double-blind, developmental review, and the final acceptance of approved papers will be contingent on incorporating reviewer feedback to the satisfaction of the editors.

Submissions will be evaluated with respect to the following criteria:

- a. *Relevance.* The manuscript should make a contribution to the focus of the special issue. Papers where measurement issues are secondary themes will receive lower evaluations.
- b. *Scope of interest.* Although the primary focus of the special issue is on strategic management, papers that are also of interest to the broader readership of *ORM* will receive higher evaluations.
- c. *Organization and coherence.* The paper should follow a logical structure, read clearly, and thoroughly represent the available research.
- d. *Insight for future work.* The paper should convey important implications for future management scholars, particularly regarding the application of strategic management constructs.

The guest editors for this special issue are Brian Boyd, Arizona State University (briankboyd@asu.edu); Don Bergh, University of Denver (dbergh@du.edu); Duane Ireland, Texas A&M University (DIreland@mays.tamu.edu); and Dave Ketchen, Auburn University (ketchda@auburn.edu). We welcome any questions or queries about possible submissions.

Please note that due to editorial constraints, it is vital for authors to submit their manuscripts between November 1 and December 1, 2011. We will not be able to accept late submissions.

Prospective authors must specify that their manuscripts are not under consideration at other journals and that their manuscripts have not been published elsewhere in substantially similar form or with substantially similar content. Further, if a manuscript represents a substantial revision of a manuscript previously rejected by *ORM*, it must be identified as such with the previous manuscript number and a letter outlining why you feel it should be considered in its new form.

Manuscripts should be submitted *electronically* via SAGETRACK. Authors will be required to set up an online account on the SAGETRACK system powered by ScholarOne. After logging in, submissions are completed through your Author Center. Please select “Feature Topic: Construct Measurement in Strategic Management” as the manuscript type. Your title should be no more than 20 words, and your abstract no more than 180 words. *Corresponding authors need to completely enter all coauthor information as well.* The manuscript to be uploaded should be completely devoid of any author identification and should be prepared using Microsoft Word. It should be ONE file starting with the abstract on page 1 and with the text starting on page 2. Following the text, arrange endnotes, references, appendices, tables, and figures, in this order. Manuscripts should generally not exceed 30 pages, inclusive, and should follow the style guidelines of the American Psychological Association (current edition).