

Methodological Challenges and Prospects in International HRM

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What We'll Cover Today

Lessons from the CRANET data (Parry et al., 2021)

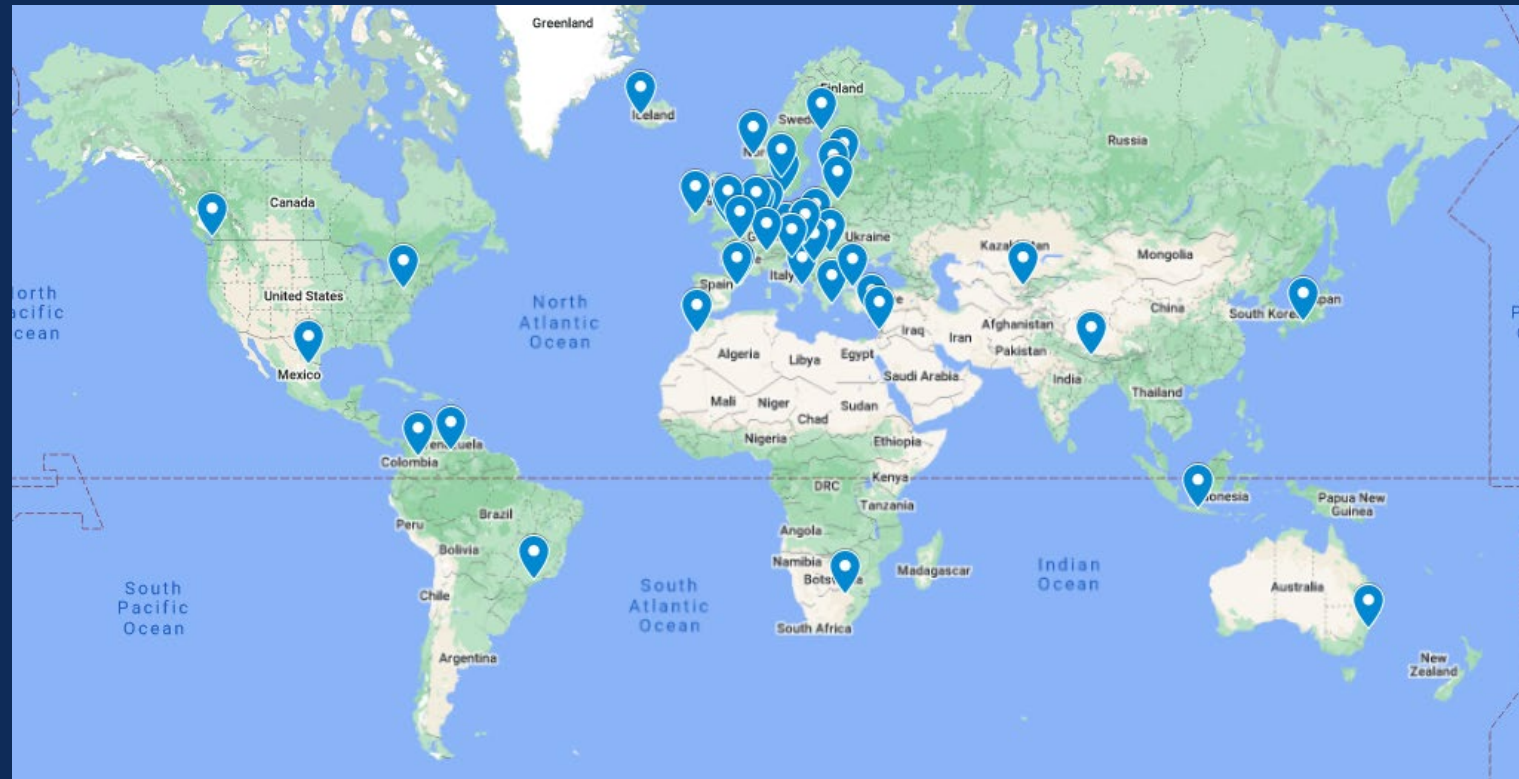
- Sampling
- Response rate
- Equivalence across countries

Exciting prospects

- Adjusting for nonrepresentative sample via post-stratification
- Causal inference with natural experiments

The CRANET Data

<https://cranet.la.psu.edu/about/>



Challenge 1: Sampling

- Sampling frame of organizations may be hard to find, is outdated, or does not exist.
- We end up with a potentially unrepresentative sample.

Compromises / Solutions

- Create sampling frame by combining multiple databases (e.g., McDonnell et al., 2007)
- Benchmark with industry / sector census (e.g., Farndale et al., 2017)
- Non-probability sampling, then fix with statistical techniques (e.g., poststratification)

Challenge 2: Response Rate

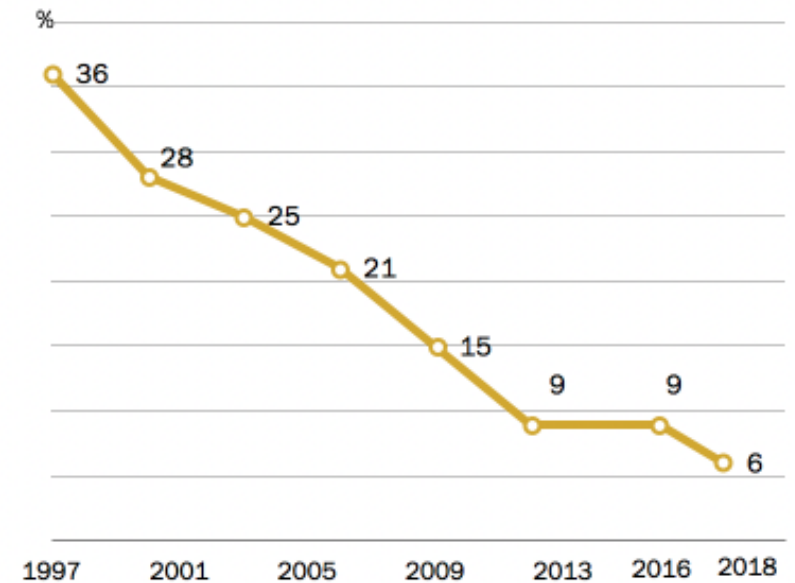
- Trend = declining response rates.
- High response rate \neq high sample size.
- What matters is that our dataset reflects the population of interest.

Compromises / Solutions

- Use “best practices” such as pre-notice, follow-up, shorter length, offer incentives, share feedback & results (Rogelberg & Stanton, 2007).

After brief plateau, telephone survey response rates have fallen again

Response rate by year (%)



Note: Response rate is AAPOR RR3. Only landlines sampled 1997-2006. Rates are typical for surveys conducted in each year.

Source: Pew Research Center telephone surveys conducted 1997-2018.

PEW RESEARCH CENTER

Challenge 3: Equivalence across Countries

- Equivalence ensures that the results occur from variations in the phenomenon rather than from measurement problems.

Compromises / Solutions

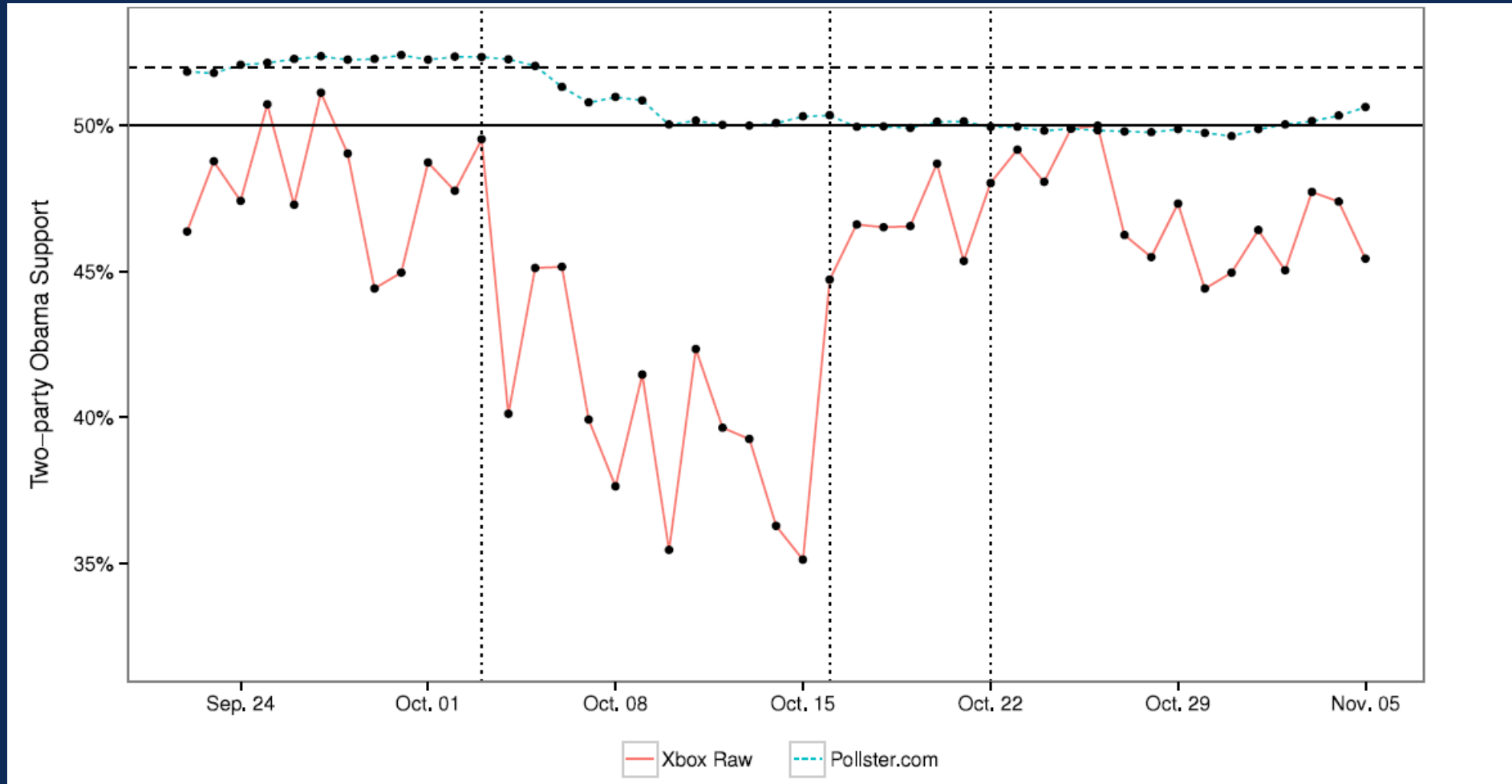
- Focus on “facts and numbers” questions rather than “opinions and feelings”
- Proper backtranslation (Klotz et al., 2023)
- Statistically test for equivalence (Hult et al., 2008; Solarino & Buckley, 2023)

Prospect 1:

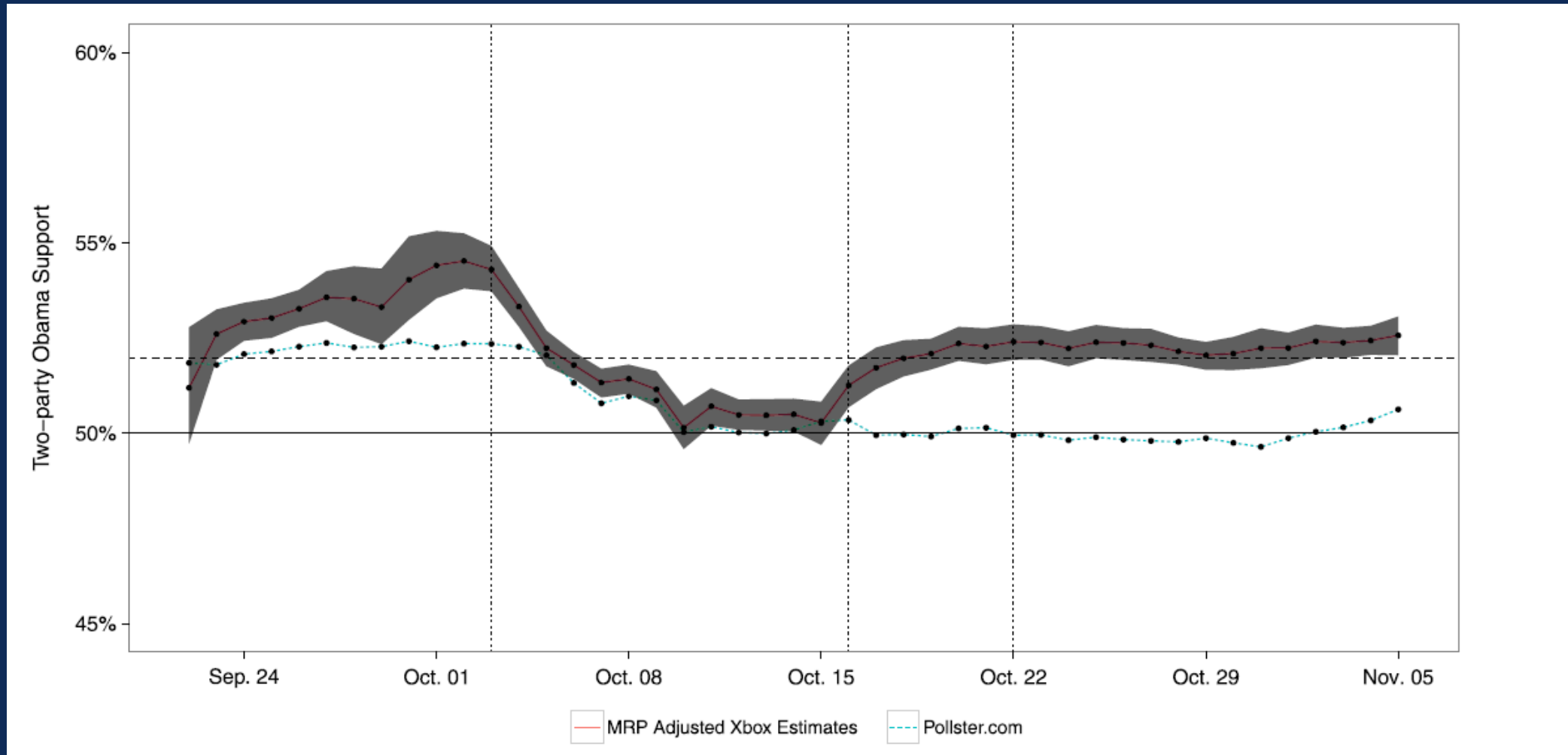
Adjusting for nonrepresentative sample

- Post-stratification can help address sampling & nonresponse bias (Kulas et al., 2018).
- A great example: Wang et al. (2015) used Xbox gamers data to predict the 2012 US presidential election.

“Daily (unadjusted) Xbox estimates of the two-party Obama support during the 45 days leading up to the 2012 presidential election, which suggest a landslide victory for Mitt Romney.” - (Wang et al., 2015, p.982)



“National MRP-adjusted voter intent of two-party Obama support over the 45-day period, with the associated 95% confidence bands.- (Wang et al., 2015, p.984)



Prospect 2:

Causal Inference with natural experiments

- Randomized experiments are less feasible in IHRM
- Instead, we can leverage events (e.g., disasters, economic crises, new laws and technologies) to study phenomena:
 - German reunification's effect on societal inequality (Haack & Sieweke, 2018).
 - Long-term executive compensation's effect on firm performance (Flammer & Bansal, 2017)
 - Libyan regime change's effect on MNE's survival prospect (Sidki Darendeli & Hill, 2015).

Slides available on
rakoon.github.io

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