

# A critique of statistical modelling in management science from a critical realist perspective: its role within multimethodology

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Management science was historically dominated by an empiricist philosophy that saw quantitative modelling and statistical analysis as the only legitimate research method. More recently interpretive or constructivist philosophies have also developed employing a range of non-quantitative methods. This has sometimes led to divisive debates. Critical realism' has been proposed as a philosophy of science that can potentially provide a synthesis in recognizing both the value and limitations of these approaches. This paper explores the critical realist critique of quantitative modelling, as exemplified by multivariate statistics, and argues that its grounds must be re-conceptualized within a multi-methodological framework.

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### Introduction

Management science has been dominated by an empiricist philosophy that has led it to see quantitative modelling and statistical analysis as the only legitimate type of research method. Within other fields of management, and within management science outside the United States, interpretive or constructivist philosophies have also been legitimized employing a range of non-quantitative methods. In several disciplines, for example, information systems or operational research, this has led to divisive debates.

An earlier paper argued for a re-orientation of the fundamentals of management science (taken to include management science, operational research (OR), information systems, systems thinking and other management disciplines insofar as they adopt an approach towards investigating and intervening in the organizational world based on explicit quantitative modelling) in terms of both underlying philosophy and related methodology. In particular, it suggested that critical realism (CR) provides an underpinning that resolves many divisive issues as well as fitting in with management science's distinctive approach. It further argued that multimethodology (the combination of a plurality of intervention or research methods)23 is an appropriate and complementary methodology. These arguments illustrate the intimate connection between theory, especially philosophy, and research methods. Current approaches such as positivism and interpretivism embody particular theories and assumptions about the nature of the natural and social worlds and this conditions the type of research methods and methodology that they utilize. So too does critical realism but in a way that enables it to build on important insights from differing paradigms while bringing forward its own distinctive tenets.

Management science, taken broadly, has been based in a strongly positivist, quantitative paradigm although more recently softer, interpretive methodologies have been gaining credibility. For example, surveys of the information systems literature. agree that the majority of information systems research that is published, especially in N. American-oriented journals, is generally of a positivist nature and, more specifically, relies on some form of statistical analysis and modelling. Mingers survey concluded that nearly 50% of empirical research published in the top IS journals employed observation, experiments, surveys or simulations and would thus involve some sort of statistical analysis. When positivistic case study research was included this proportion rose to 75% (over 90% in the case of the top journal Information Systems Research).

Despite this positivistic hegemony, alternative research approaches have been peoposed and to some extent employed.<sup>9-11</sup> These generally come from an interpretive or subjectivist perspective.<sup>12-13</sup> although there is also work within the critical tradition.<sup>16</sup> Interpretive researchers tend to be very critical of positivism, and statistical analysis in particular, on the grounds that the social world is inherently different to the material world and is in essence a human

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