Why and How to Integrate Non-Self-Reported Data in Organizational Behavior Research

By

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All interested are welcome
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Abstract

Research on organizational behavior, especially survey research, has primarily used self-reported questionnaire data. A heavy reliance on self-reported data has negative impact on the quality of research because of concerns for common method variance, and potential biases inherent in self-reports. Many scholars have to confront two essential questions: “how do I go about collecting non-self-reported data?” and “How do I assess the likelihood of success in integrating self-reported and non-self-reported data?”

This seminar attempts to address these questions by exploring the nature and functions of non-self-reported data in survey research; and the challenges and constraints in using such data. The seminar will start with a brief discussion of why we should use non-self-reported data in organizational behavior survey research. It will then focus on the functions of non-self-reported data by presenting how such data can be used to provide an objective anchor in testing psychological phenomena; to check for robust of the results from self-reported data; and to measure unique dimensions of given constructs. The presenter will use the research projects she has conducted to illustrate the challenges in collecting and analyzing non-self-reported data, and the constraints and subjectivity inherent in “objective” data, especially in the context of cross-cultural research. The seminar will end with an open discussion between the presenter and participants on how to integrate self-reported and non-self-reported data to foster excellence in research.

Jia Lin Xie is Magna Professor in Management at Rotman School of Management, University of Toronto, Canada. She received MBA in 1987 and PhD in Business Administration in 1992 from Concordia University. Her areas of expertise are job design, job stress, cross-cultural organizational behavior, and knowledge management. Her research work has appeared in journals such as the Academy of Management Journal, Journal of Applied Psychology, Journal of Management, Journal of Occupational and Organizational Psychology, Journal of Organizational Behavior, and International Journal of Human Resource Management.

Born and raised in China, Jia Lin Xie held a faculty position at Renmin University in Beijing in the 1980s, and at the Faculty of Business of City University of Hong Kong between 1999 and 2001. She has held a faculty position at University of Toronto since 1992, and has been invited to give lectures at various executive programs in China, Hong Kong, and Europe. In addition to her research and teaching, Prof. Xie has devoted much of her time and effort promoting an internationalization of management knowledge. Currently she is serving as Co-President for the International Association for Chinese Management Research, and she has served the International Theme Committee of Academy of Management since 2000.