

Handbook of Research Methods on Trust: Second Edition (Handbooks of Research Methods in Management Series) (Handbooks If Research Methods in Management)

By Fergus Lyon, Guido Mošllering, Mark N.K. Saunders

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'*As any field of academic study matures, researchers refine methods for investigating the phenomenon of interest. For research on trust, this* Handbook, Second Edition *reflects where the trust literature has been, where it is now, and where it is going with respect to research methods. If you are a mature trust scholar, or someone starting research on trust, the* Handbook *is an indispensable resource for evaluating the full range of methods that may be appropriate for your study*.'
- Steven C. Currall, University of California, Davis, US

Acclaim for the first edition:

'*A tour-de-force of trust research methodologies, from survey methods to critical incidents to hermeneutics. . . will prove invaluable to trust researchers of every stripe*.'
- Aks Zaheer, University of Minnesota, US

'*This book fills an important gap. The burgeoning field of trust research has employed a wide variety of definitions and methods, but until the appearance of this* Handbook *there was no comprehensive overview of them. Its contributions, many written by leading international experts, cover conceptual issues as well as qualitative and quantitative methods. The editors are all working at the frontiers of trust research and in this* Handbook *they have compiled an indispensable source of reference for years to come*.'
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'*This is the right book at the right time. Central to the advancement of research on trust is the need to address a host of methodological, empirical, and analytical challenges. This* Handbook *provides a vital resource for doing so and holds the promise of infusing the literature with novel and enhanced approaches for studying and understanding trust. Researchers new to the field as well as*

established experts will find a wealth of insights contained herein.'
- Bill McEvily, University of Toronto, Canada

Drawing together a wealth of research methods knowledge gained by trust researchers into one essential volume, this book provides an authoritative in-depth consideration of quantitative and qualitative methods for empirical study of trust in the social sciences.

This second edition of the *Handbook of Research Methods on Trust* provides a fully updated and extended account of quantitative, qualitative and mixed methods for empirical research. While many researchers have already drawn inspiration and insight from the previous edition, the dynamic development of trust research calls for further and deeper engagement with methodological issues, particular methods, practical research experience, and current challenges and innovations as offered by this new edition.

Identifying innovative methods for researching trust, this important *Handbook* will prove invaluable for students and academics in the social sciences who are interested in trust, particularly postgraduates planning empirical research on trust, undergraduates researching issues of trust, faculty teaching research-based courses on trust and related topics, and experienced trust researchers looking for reflection, discussion and inspiration.

Contributors: S.J. Addison, N. Alex, M.J. Ashleigh, R. Bachmann, D. Barrera, K.M. Bijlsma-Frankema, M.C. Bligh, B.F. Blumberg, G. Breeman, C. Brinsfield, C. Burns, V. Buskens, J.S. Carroll, S.M. Conchie, D.L. Ferrin, D.E. Gibbons, N. Gillespie, C. Goodall, J.C. Kohles, R.M. Kramer, T.M. Kühlmann, A. Langley, V. Le Gall, R.J. Lewicki, E. Meyer, M. Muethel, R. Münscher, B. Nooteboom, J.M. Peiró, A. 'Sandy' Pentland, R.L. Priem, W. Raub, R.A. Roe, D.M. Rousseau, R.H. Searle, M. Tillmar, E.M. Uslaner, B. Waber, A.A. Weibel, F. Welter, M. Williams, R. Zolin

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Editorial Review

Review
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About the Author
Edited by **Fergus Lyon**, Professor of Enterprise and Organizations, Middlesex University Business School, UK, **Guido Möllering**, Associate Professor of Organization and Management, Jacobs University Bremen, Germany and **Mark N.K. Saunders**, Professor of Business Research Methods, Birmingham Business School, University of Birmingham, UK

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