The aim of the International Journal of Mixed Methods for Applied Business and Policy Research is to disseminate researcher and practitioner knowledge related to the use of mixed methods in applied business and policy research. This applied research may be from across discipline areas within the broader business and management fields and from all areas of policy formulation.

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In Memoriam: Professor Alex Kouzmin

Dedication to Alex

As this is the first edition of the IJMMABPR and it coincides with the recent passing of a good colleague and mentor to many academics associated with the new journal, we would like to join other academics and scholars from around the globe to dedicate this initial issue of the journal to Professor Alex Kouzmin, who passed away suddenly in May, 2011.

We take a moment to remember him and honour him and his contribution to knowledge over many disciplines areas.

Alexander Kouzmin was a Professor of Management in the Southern Cross Business School, Southern Cross University, Australia. He published ten books; contributed some 80 chapters to national and international monographs/books; presented research papers and keynote addresses at 230 international conferences and published some 240 peer reviewed research papers. He supervised or co-supervised 52 doctoral candidates, had been an examiner for 24 doctoral theses, and was on eight international editorial boards, having served on 11 other international editorial boards over extended periods. He was a founding co-editor of Blackwell’s Journal of Contingencies and Crisis Management, published quarterly since March 1993.

As his colleagues and friends, our aim is to carry on his work of connecting people through rigorous research and scholarship and to push the boundaries of knowledge.
The compilation of this journal has been a long and hard road and it is with great relief that I can write this much awaited editorial for the first edition. I would like to thank the Editorial Board and the Editorial Advisory Board for their hard work and patience. The road has been rocky as it has included a change of institution and relocation for the Editor, as well as the dissolving of the publishing company which originally house the journal. Most importantly it also involved the very sad passing of a profound thinker, academic, researcher and charismatic individual, Professor Alex Kouzmin. Alex mentored me through the birth of this journal along with the other members of the Editorial Board, Peter Miller and Elizabeth Halcomb and is sadly missed by many.

I would also like to note the work of the Editorial Advisory Board and their hard work in reviewing papers two to three times to ensure a rigorous and thorough review process of the submissions. Thanks must also go to the authors who have also been incredibly patient with the review process and the changes the journal has had to embrace over the last year. What has resulted is a high quality first issue with a distinct international and multidisciplinary flavour. The issue spans three continents, Europe, North America and Africa and reflects mixed methods research from three distinct discipline fields.

The first paper by Lopez-Gamero, Molina-Azorin and Claver-Cortes (2011) hails from Europe and reports research undertaken in Spain addressing the influence of stakeholders on environmental perceptions of managers in manufacturing firms and the tourism industry. The study is complex and has utilised a sequential mixed methods research design. The rationale for utilising a mixed methods study is explicitly addressed as is the level of data integration between the qualitative and quantitative data through a process of connection. The study is well documented and reported thoroughly, as is the methodology. In terms of policy implications the paper is particularly topical and in this case highly relevant to pollution prevention and control.

The second paper be Keske, Hoag, McLeod, Bastian and Lacy (2011) originates from the United States of America and is within the field of environmental economics. The article reports on a study which has utilised ethnographic principles to create a model for conservation and rural agriculture land use. The strength of this paper lies in its very thorough account of the methodology, data collection and analysis techniques and tools employed and the theoretical triangulation achieved. This enabled the researchers to incorporate human factors into a quantitative analysis which employed random parameters logic and factor analysis techniques. In terms of the policy implications the study has very applied impacts for the economic use of agricultural land and associated conservation easements.

The issue closes with a very interesting paper by Takavarasha, Bednar and Adams (2001) which reports innovative research undertaken in a conflict zone in Africa. This is an intriguing paper as it focuses on how the use of a mixed methods research approach can actually address the safety concerns of the researcher when researching in the field which is in conflict or post-conflict. A four phase research
design was employed and has been documented well. The study utilised a variety of methods across the four phases (novel capability maps, focus groups, survey and in-depth interviews). Zimbabwe was the location of the field research and focused on information communication technology for development.

As Editor I am very pleased with the contributions of this first issue. The quality of the papers is high, disciplinary diverse and meets the aims and scope of the journal.

Acknowledgment and thanks must also go to Dr Simon Wilde of Southern Cross University and Elke Dawson from CQUUniversity Library for their valuable assistance in getting the journal to publication.