



ECRM 2010



9th European Conference on Research Methodologies for Business and Management Studies IE Business School, Madrid, Spain 24-25 June 2010

Conference Chair: Dr Gayle Allard, IE Business School, Spain

Programme Chair: Dr José Esteves, IE Business School, Spain

Keynote Speaker: To be confirmed

Call for papers, workshops and tutorials

The European Conference on Research Methodology for Business and Management Studies (ECRM 2010) is an opportunity for academics to share the latest thinking on research strategies, tactics and paradigms. The variety of methods in common use and the continuing debate on what constitutes 'new knowledge' makes this a lively field and one which affects all academics and others involved in business research. The search for new ideas, new methodologies and even new paradigms is both endless and fascinating. This conference offers an opportunity to engage with contemporary thinking in Business research and join in the sometimes lively debates, inside and outside of the formal sessions, that are a regular feature of the conference.

As in previous years, the conference committee is interested in both theoretical and practical papers concerning research models and methods. We are also interested in case studies that demonstrate how research strategies have been applied and about the lessons learned therefrom. We welcome contributions on a wide range of topics using a range of scholarly approaches including theoretical and empirical papers employing qualitative, quantitative and critical methods. Action research, case studies and work-in-progress/posters are welcomed approaches. PhD Research, proposals for roundtable discussions, non-academic contributions and product demonstrations based on the main themes are also invited.

Topics may include, but are not limited to:

General topics: Research teaching within 21st century higher education institutions; *Projective techniques*; Scales development and constructs measurement; *Methods for Ensuring Survey Research Quality*; Theoretical and empirical research; *The use of qualitative and quantitative research methods*; Economic research; *IT adoption research*; Evaluation research; *Design-oriented research*; Developing research proposals; *Dissertation development process*; Getting academic papers accepted by journals; *Research design and triangulation*; Concept verification; *Theory development*; Research protocols; *Research supervision*; Research questions; *Research ethics*; Field-work; *Reflexivity*; Reflective practice; *Problem solving*; Data structuring; *Usability scale implementation*; Replication logic; *Experimental procedures*; Human subjects; *Codes of conduct*; Business and management education; *Conjoint analysis, cluster analysis and segmentation*; Mutual research designs; *The role of Paradigms in business and IS research*; Paradigmatic divide; *Interpretative theory*; Focus groups; *Researcher roles*; Mixed designs; *Marketing research*; Intercultural research; *Design research*; Use of self-research and autobiographies as a means of undertaking and reporting research; *Agent based approaches in business research*; Case study research method; *Delphi method*; Computer modelling and simulation; *Action research*; Online research methods; *Visual methodologies*; Research in the Middle East; *Relativist approaches to qualitative research*.

Researching Sensitive issues: *Ethnography and the Risky Workplace*; Confidentiality and ethics; *Ethnicity*; Race; *Gender*; Age; *Disability*; Sexuality; *Ill-health*; Mental health; *Stress*; Relationships at work; *Intimacy*; Bullying; *Emotions in organisations*; Ideology; *Propaganda*; Union membership; *Whistle blowing*; Trust and distrust; *Honesty*; Work and home life balance; *Superstitions*; Belief and disbelief; *Faith*; Religion and cultural practices.

In addition to the main topics, submissions are also welcomed to six mini tracks: *Grounded Theory*, chaired by George Allen, Victoria University, New Zealand; Critical Theory Research, chaired by Andrew Armitage, Anglia Ruskin University, UK; *Teaching Research Methods and Methodologies*, co-chaired by Marie Ashwin, Normandy Business School, France and Mark Saunders, University of Surrey, UK; Qualitative Data Analysis, chaired by Marian Carcary, University of Limerick, Ireland and *Research Methods in Strategy-as-Practice*, chaired by Ganesh Prabhu, Indian Institute of Management, India; Reflecting and Researching one's own Professional Practice, chaired by Jocene Vallack, Central Queensland University, Australia. See the conference website for full details.

Submission details:

Abstract details: The Abstract should be a minimum of 300 and no more than 500 words including up to five keywords and keyphrases to be received by **3 December 2009**. Please read the abstract guidelines section of the website before submitting.

Submission: Online at <http://academic-conferences.org/ecrm/ecrm2010/ecrm10-abstract-submission.htm>
Please ensure that you complete all relevant sections of the form, including the conference track the abstract is intended for, the proposed title for the paper, the full names (first name and surname, not initials) and email addresses of all authors and a postal address and telephone number for at least one contact author. Please indicate clearly if the contact author is not the lead author.

Full paper: Only required when the abstract has been selected and not to be more than 5,000 words including abstract, keywords and references (the Harvard referencing rules need to be followed). Submission date will be no later than **21 January 2010**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, [Elaine Hayne](mailto:elaine.hayne@academic-conferences.org) at elaine.hayne@academic-conferences.org

Important information:

The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference. The authors of abstracts, which describe a relevant paper, will receive a notification of abstract acceptance. All full papers will be blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, that the standard of English is adequate and that the paper is appropriately referenced. Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

Important dates:

Abstract submission deadline:	3 December 2009
Notification of abstract acceptance:	10 December 2009
Full paper due for review:	21 January 2010
Notification of paper acceptance:	1 April 2010
Earlybird registration closes:	15 April 2010
Final paper due (with any changes):	29 April 2010
Final author registration date:	20 May 2010

Conference Executive:

Dr George Allan, Victoria University, Wellington, New Zealand
Dr Gayle Allard, Instituto de Empresa Business School, Madrid, Spain
Dr Andrew Armitage, Anglia Ruskin University, United Kingdom
Dr Marie Ashwin, Normandy Business School, France
Dr Joseph Azzopardi, University of Malta, Valletta, Malta
Dr Joan Ballantine, Queens University Belfast, United Kingdom
Dr Frank Bannister, Trinity College Dublin, Ireland
Dr Frank Bezzina, University of Malta, Valletta, Malta
Dr Carole Brooke, University of Lincoln, United Kingdom
Dr Ann Brown, CASS Business School, London, United Kingdom
Dr Marian Carcary, University of Limerick, Ireland
Dr David Douglas, Staffordshire University, United Kingdom
Dr José Esteves, IE Business School, Madrid, Spain
Dr Gillian Green, Bolton University, United Kingdom
Dr Wyn Jenkins, Staffordshire University, United Kingdom
Professor Ganesh Prabhu, Indian Institute of Management, Bangalore, India
Dr Martin Rich, CASS Business School, London, United Kingdom
Professor Mark Saunders, University of Surrey, United Kingdom
Dr Peter Sharp, Regent's College, London, United Kingdom
Dr Jocene Vallack, Central Queensland University, Rockhampton, Australia
Dr Roy Williams, Portsmouth University, United Kingdom

Conference Committee

The conference programme committee consists of key people in the research methods community, both from the UK and overseas. The following people have confirmed their participation:

Bulent Acma (Anadolu University, Eskisehir, Turkey); Gisela Schulte Agyeman (Learning Services, Hull City Council, United Kingdom); George Allan (University of Portsmouth, United Kingdom); [Helena Alves](#) (University of Beira Interior, Covilhã, Portugal); Andrew Armitage (Anglia Ruskin University, United Kingdom); Marie Ashwin (Ecole de Management de Normandie, France); Gabriela Avram (University of Limerick, Ireland); Joseph Azzopardi (University of Malta, Malta); [Godfrey Baldaccino](#) (University of Prince Edward Island, Charlotte Town, Canada); Sue Balint (Westminster Business School, London, United Kingdom); Joan Ballantine (University of Ulster, United Kingdom); Frank Bannister (Trinity College, Ireland); Edward Barratt (University of Newcastle Upon Tyne, United Kingdom); Andrew Basden (University of Salford, United Kingdom); Peter Bednar (Department of ISCA, Portsmouth University, United Kingdom); [Lau Bee Theng](#) (Swinburne University of Technology Sarawak Campus, Malaysia); Gary Bell (London South Bank University, United Kingdom); Angela Benson (University of Brighton, United Kingdom); Egon Berghout (University of Groningen, Netherlands); Frank Bezzina (University of Malta, Malta); Milena Bobeva (Bournemouth University, United Kingdom); Laurent Bourdeau (Faculty of Business Administration at Université Laval, Canada); Carole Brooke (University of Lincoln, United Kingdom); Ann Brown (CASS Business School, United Kingdom); Cathal Brugha (University College Dublin, Ireland); Marian Carcary (University of Limerick, Ireland); Sven Carlsson (School of Economics and Management, Lund University, Sweden); Jyoti Choudrie (University of Hertfordshire, United Kingdom); Aileen Corley (Liverpool John Moores University, United Kingdom); Baggy Cox (Imperial College London, United Kingdom); Ronald Crawford (University of Greenwich, United Kingdom); Reet Cronk (Harding University, USA); [Barbara Crump](#) (Massey University, New Zealand); [Linda Dawson](#) (Monash University, Australia); David De Vaus (University of Queensland, Brisbane, Australia); Dudley Dolan (Trinity College Dublin, Ireland); [Verena Dörner](#) (Chair of Business Computing II, University of Passau, Germany); David Douglas (Staffordshire University, United Kingdom); Ken D'Silva (London South Bank University, United Kingdom); Jose Esteves (Instituto de Empresa, Madrid, Spain); Mahmoud Fakhra (College of Business Studies, Kuwait); Jason Ferdinand (University of Liverpool, United Kingdom); Karuna Gomanee (Regents College, United Kingdom); Gillian Green (School of Informatics, University of Northumbria, United Kingdom); Ray Hackney (Manchester Metropolitan University, United Kingdom); [Alex Hiller](#) (Nottingham Trent University, United Kingdom); Alan Hirst (London South Bank University, England); Clive Holtham (Cass Business School, City of London University, United Kingdom); Bob Hughes (University of Brighton, United Kingdom); Gordon Hunter (University of Lethbridge, Canada); Fahmi Ibrahim (Glasgow Caledonian University, United Kingdom); Wyn Jenkins (Staffordshire University, Stoke-on-Trent, United Kingdom); Kristina Jespersen (Aarhus University, Denmark); Bev Jones (Management Research Centre, Wolverhampton Business School, United Kingdom); Patricia Joubert (University of Swaziland, Swaziland); Fehmi Karasioglu (Selçuk University, Turkey); Diane Keeble-Allen (Anglia Ruskin University, United Kingdom); Habibul Khondker (Zayed University, Abu Dhabi, UAE); Reinford Khumalo (North West University, Mafeking, South Africa); Cyril Kirwan (Cyril Kirwin Associates, Dublin, Ireland); Rembrandt Klopper (University of Kwa Zulu Natal, South Africa); Deborah Knowles (University of Westminster, London, United Kingdom); Karl Knox (Nottingham Trent University, United Kingdom); Branka Krivokapic-Skoko (Charles Sturt University, Australia); João Leitão (Technical University of Lisbon, Portugal); Sam Lubbe (University of South Africa, South Africa); Sandy MacDonald (University College Northampton, United Kingdom); Bob Macklin (Charles Sturt University, Australia); Tom Macnamara (South Bank University, United Kingdom); Garance Marechal (University of Liverpool, United Kingdom); Maria do Rosário Martins (Universidade Nova de Lisboa, Lisbon, Portugal); Lisa McNeill (University of Otago, Dunedin, New Zealand); Ian Michael (Zayed University, Dubai, United Arab Emirates); Avinash Mulky (Indian Institute of Management, Bangalore, India); John Murphy (Anglia Ruskin University, Cambridge, United Kingdom); Kersti Nogeste (RMIT University, Melbourne, Australia); Chetsada Noknoi (Thaksin University, Thailand); Miguel Nunes (Sheffield University, United Kingdom); Madeleine Ogilvie (Edith Cowan University, Perth, Australia); Steve Page (University College Chester, United Kingdom); [Noel Pearce](#) (Rhodes University, Grahamstown, South Africa); Ganesh Prabhu (Indian Institute of Management at Bangalore, India); Diana Rajendran (Swinburne University of Technology, Melbourne, Australia); Thurasamy Ramayah (Universiti Sains Malaysia, Malaysia); Theo Renkema (Netherlands, Netherlands); Martin Rich (CASS Business School, United Kingdom); Kristina Risom (The Aarhus School of Business, Denmark); Bob Ritchie (Lancashire Business School, United Kingdom); Manas Roy (Assam University, India); Maria Ryan (Edith Cowan University, Perth, Australia); Katherine Sang (Loughborough University, United Kingdom); [Mark Saunders](#) (University of Surrey, United Kingdom); Junaid Shaikh (Curtin University, Malaysia); [Ibrahim Sirkeci](#) (Regent's College, London, United Kingdom); Jim Stewart (Leeds Metropolitan University, United Kingdom); [Kerstin Thomson](#) (Stockholm University, Sweden); Claudine Toffolon (Université du Mans - IUT de Laval, France); Jim Underwood (University of Technology, Sydney, Australia); Maryann Valiulis (Trinity College Dublin, Ireland); Jocene Vallack (CQ University, Rockhampton, Australia); Ana Vasconcelos (University of Sheffield, United Kingdom); Kevin Voges (University of Canterbury, Christchurch, New Zealand, New Zealand); David Wainwright (University of Northumbria, United Kingdom); Teresa Waring (Northumbria University, United Kingdom); Christine Welch (University of Portsmouth, United Kingdom); Roy Williams (University of Portsmouth, United Kingdom); Michael Wood (University of Portsmouth, United Kingdom); Les Worrall (Wolverhampton Business School, United Kingdom).

This call for papers can be accessed online at

<http://www.academic-conferences.org/ecrm/ecrm2010/ecrm10-home.htm>