



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

### Call for papers Mini Track on Research Methods in Strategy-as-Practice

**Track Chair:** Professor Ganesh N. Prabhu, Indian Institute of Management, Bangalore, India.

The practice of Strategy-as-Practice research has grown considerably among European researchers in recent years. Since 2003, strategy-as-practice research has used a wide variety of both qualitative and quantitative research methods to effectively examine the micro level activities that result in strategy making within and across organisations. Given that micro processes are of concern to strategy-as-practice researchers, these research methods were essentially adapted from parent disciplines like anthropology and psychology that were developed to examine such micro processes within their discipline. As a consequence, the methods used in strategy-as-practice also carried the underlying assumptions that are drawn from these parent disciplines. However strategy-as-practice places higher priority on activities and practices, instead of individuals and organizations and their processes – therefore the underlying assumptions of fields like anthropology and psychology may well be inappropriate for this field. There has also been some ambiguity about the boundary of the strategy-as-practice field leading to many creative adaptations of research methods over time. The field of strategy-as-practice was too young so far to effectively debate on research methods. It is now an opportune time for scholars of strategy-as-practice to re-examine and debate research method issues in the field and to develop an agenda for spurring growth in research on strategy-as-practice that is grounded firmly on understanding activities and practices, rather than individuals and organizations. We invite scholars from various disciplinary backgrounds to contribute papers that debate these issues and add significantly to our understanding of effective research methods to understand the actions and routines that constitute strategising.

Topics include, but are not limited to:

Taking stock of research methods in strategy-as-practice; *Reflecting on research approaches in strategy-as-practice*; Practical issues in doing research on strategy-as-practice; *Qualitative research methods in strategy-as-practice*; Creativity in research methods in strategy-as-practice; *Proposing new research approaches for strategy-as-practice*.

### 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](mailto: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:	<b>3 December 2009</b>
Notification of abstract acceptance:	<b>10 December 2009</b>
Full paper due for review:	<b>21 January 2010</b>
Notification of paper acceptance:	<b>1 April 2010</b>
Earlybird registration closes:	<b>15 April 2010</b>
Final paper due (with any changes):	<b>29 April 2010</b>
Final author registration date:	<b>20 May 2010</b>

### 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 Gomane (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 (Selcuk 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 Pearse](#) (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>