

	Wednesday 23 June 2010			
18:30	Pre-conference registration and welcome meeting (Until 1930) NH Zurbano Hotel			
	Thursday 24 June 2010			
09:00	Registration and coffee			
09:30	Room: Aula Magna (Maria de Molina 11) Welcome from the conference chair: Gayle Allard, IE Business School			
09:45	Keynote address: Eileen Trauth, The Pennsylvania State University, USA Conducting Gender Research			
10:30	Conference splits into streams			
	Room: Aula Magna (Maria de Molina 11) Stream A: Mixed Methods Chair: David Douglas	Room: C-201 (M de M 15) Stream B: Research Methods in Strategy-as-Practice Chair: Ganesh Prabhu	Room: C-202 (M de M 15) Stream C: Mini track on Qualitative Data Analysis Chair: Marian Carcary	Room: E-001 (Pinar 9) Stream D: Mini track on Grounded Theory Chair: George Allan
10:45	Explaining National Standard-Setting and Accounting Conservatism Using a Mixed Research Model Dragomir Voicu D., Liliana Feleaga and Niculae Feleaga, Academy of Economic Studies of Bucharest, Romania	Identification and Motivation of Participants for Luxury Consumer Surveys Heine Klaus, Berlin Institute of Technology, Germany	Qualitative analysis of the employers' view upon quality of education Osoian Codruta, Monica Zaharie and Nistor Razvan, Babes Bolyai University, Romania	Doing Qualitative Research in Chinese Contexts: Lessons Learned from a Grounded Theory Study in a Chinese Healthcare Environment Zhou Lihong and Miguel Baptista Nunes, University of Sheffield UK
11:15	When a Qualitatively Oriented Researcher Moves into the Arena of Mixed Research Methods Krivokapic-Skoko Branka and Grant O'Neill, Charles Sturt University, Australia	Developing a Parallel Multi-level Mixed Design to Investigating Quality Management in Greek Universities Papadimitriou Antigoni, CHEPS, Twente University, The Netherlands	Analysing Qualitative Evidence – The Role of CAQDAS Carcary Marian, University of Limerick, Ireland	Researching Decision-Making under Uncertainty using Grounded Theory Methods Lopes Eurico, Instituto Politecnico de Castelo Branco, Portugal
11:45	A Review of the use of Mixed Methods in Organisational Research Molina-Azorin José F., University of Alicante, Spain and Roslyn Cameron, Southern Cross University, Australia	The Research of Ecosystem Risk on Romania's Territory by using Statistical Tools Gradinaru Giani, Academy of Economic Studies from Bucharest, Romania	A Strategy for Delayed Research Method Selection Driven by Data Collection: Deciding between Grounded Theory and Phenomenology Reiter Sebastian, Glenn Stewart and Christine Bruce, Queensland University of Technology, Australia	Grounded Theory: From Analysis of Social Practices to Theory Building – The Ontological and Epistemic Grounding of Four Case Studies in an Organisational Learning Research Project Lacerda Nobre Angela, ESCE-IPS, Portugal
12:15	Lunch	Lunch	Lunch	Lunch

18:30			
09:00			
09:30			
09:45			
10:30			
	Room: E-002 (Pinar 9) Stream E: Mini track on Teaching Research Methods and Methodologies Chair: Marie Ashwin and Mark Saunders	Room: E-011 (Pinar 9) Stream F: Mini track on Reflecting and Researching one's own Professional Practices Chair: Jocene Vallack	
10:45	Spreading the Load – a Programme Team Approach to Delivering Methodology Ashwin Marie , EM Normandie, France and Alan Hirst , London SouthBank University, UK	Telling My Story: Practice Based Research Charleson Diane , Australian Catholic University, Australia	
11:15	Research Methodology by Numbers Myers Graham , Durban University of Technology, South Africa	Factors' Constraints on Firms' Managers Research Participation in Action Research and Learning: The 'Déjà Vu' Research Method Taifi Nouha , Mariangela Lazoi , Angelo Corallo and Giuseppina Passiante , Università del Salento, Italy	
11:45	Qualitative research paradigm: what the novice researcher needs to know Migiro Stephen , Unisa SBL, South Africa and Agnes Oseko Moi , Kenya	Research and Development Reporting in Malaysia Huang Ching Choo , Universiti Teknologi MARA, Haron Mohamad Nor , Universiti Tun Abdul Razak, Petaling Jaya, Selangor, Malaysia and Kalsom Salleh , Universiti Teknologi MARA, Malaysia	
12:15	Lunch	Lunch	

	Room: Aula Magna (Maria de Molina 11) Stream A: Mixed Methods Chair: David Douglas	Room: C-201 (M de M 15) Stream B: Research Methods in Strategy-as-Practice Chair: Ganesh Prabhu	Room: C-202 (M de M 15) Stream C: Mini track on Qualitative Data Analysis Chair: Marian Carcary	Room: E-001 (Pinar 9) Stream D: Mini track on Grounded Theory Chair: George Allan
13:30	Exploring Customer Relationships in Software Technology Firms: A Mixed Methods Approach Parry Sara, Bangor University and Beata Kupiec-Teahan , Scottish Agricultural College, UK	Seizing the Opportunity: Using Availability Samples in Policy Programs for Creating Relevance for Broader Contexts Beck Lien, Jill Coene , KIZOK/University of Hasselt, Belgium and Friso Den Hertog UNU MERIT/Maastricht University, The Netherlands	Telling not Asking for Data Rasmussen Karsten Boye, University of Southern Denmark, Denmark and Heiko Thimm , University of Pforzheim, Germany	Grounded Theory-based Trajectories of Portuguese Faculty Effort-reward Imbalance in e-Learning Development Martins Jorge Tiago and Miguel Baptista Nunes , University of Sheffield, UK
14:00	A Mixed-method Investigation of Environmental Practice in Australian Small-scale Manufacturing Factor Aharon, Glenda Francis and Steven Theiler , Swinburne University of Technology, Australia	User based Participatory Implementation of Enterprise Systems in SME's Lebile Rufus Tosin, Gill Green and Kondal Kandadi , University of Bolton, UK	Uncovering Hidden Meanings, Values And Insights Through Photos Ryan Maria Majella and Madeleine Ogilvie , Edith Cowan University, Australia	Grounded Theory Method: An essential approach to analyse design Lopes Arminda, Instituto Politécnico de Castelo Branco, Castelo Branco
14:30	Multi Research Methods Using Captive Respondents Ryan Maria and Gary Marchioro , Edith Cowan University, Australia	Research Interviews by Skype: A new Data Collection Method Bertrand Catherine and Laurent Bourdeau , Université Laval, Canada	Using Multiple Qualitative Methods at the U.S. Census Bureau to Aid the Design of a Data Collection Software for Business Users Anderson Amy, U.S. Census Bureau, USA	Grounding the Context of Enterprise Acquisition Douglas David, Staffordshire University Business School, UK
15:00	Refreshments	Refreshments	Refreshments	Refreshments
	Room: Aula Magna (Maria de Molina 11) Stream A: Research Methodology Chair:	Room: C-201 (M de M 15) Stream B: Research Methods in Strategy-as-Practice Chair: Ganesh Prabhu	Room: C-202 (M de M 15) Stream C: Mini track on Qualitative Data Analysis Chair: Marian Carcary	Room: E-001 (Pinar 9) Stream D: Mini track on Grounded Theory Chair: George Allan
15:30	Views from a Meta-discipline: The Systems Approach in Research Welch Christine, University of Portsmouth Business School, UK	Taking Stock of Strategy Prabhu Ganesh and Ramya T Venkateswaran , Indian Institute of Management, Bangalore, India	Methods, Methodologies and philosophies for understanding student performance Wyn Jenkins (RoundTable)	The Role of Pilot Studies in Grounded Theory: Understanding the Context in which Research is done! Baptista Nunes Miguel, University of Sheffield, Maram Alajam , Salim Al-Mamari and Jorge Tiago Martins , University of Sheffield, UK

	Room: E-002 (Pinar 9) Stream E: Mini track on Teaching Research Methods and Methodologies Chair: Marie Ashwin and Mark Saunders	Room: E-011 (Pinar 9) Stream F: Mini track on Reflecting and Researching one's own Professional Practices Chair: Jocene Vallack	
13:30	Student Research in a Web 2 world: Learning to use new Technology to Gather Primary Data Rich Martin, Cass Business School, Great Britain	Qualitative or Quantitative: How to Improve Quantitative Research Methods by Means of Qualitative Ones in Iranian Research Scene Kokabi Mortaza, Shaheed Chamran University, Iran	
14:00	Social Responsibility and Ethical Dilemmas in Teaching Research Methods Boeri Miriam, Darina Lepadatu , Elle Ballard and Robin Crawford , Kennesaw State University, USA (RoundTable)	Sub-Phenomenology and the Poetics of Space: The Intuitive Sketch Process as a Method. Pihl Ole, Aalborg University, Denmark	
14:30		Subtextual Phenomenology: A Methodology for First-Person Vallack Jocene, C.Q. University, Australia	
15:00	Refreshments	Refreshments	
	Room: E-002 (Pinar 9) Stream E: Research in Business Chair:	Room: E-011 (Pinar 9) Stream F: Mini track on Reflecting and Researching one's own Professional Practices Chair: Jocene Vallack	
15:30	Rethinking Management Post-graduate Education – Next-generation MBA: Science, Technology and Philosophy, Management Foundations for the Post-industrial Society - An Innovative Approach to Contemporary Management Challenges Lacerda Nobre Angela, ESCE-IPS, Portugal	Reflexivity and Research Training in Professional Doctorate: The DBA Learning Experience Kirkham Janet, University of Hertfordshire, UK	

16:00	Contextual Inquiry as a Critical Perspective in Research Bednar Peter, University of Portsmouth, UK	Business Research Planning Using Quantitative Multiple-Criteria Decision Making Approach Sauian Mohd Sahar, Universiti Teknologi MARA and Haruizwan Hashim , Dancom Systems Sdn Bhd, Malaysia		
16:30	Unlocking Complexity with Simplicity: A Social Constructionist take on the 'Ethnographic Interview' in Multilingual and Intercultural 'Multi-Site' Field-Research Guttormsen David Sapto Adi, University of Warwick & Centre for International Business, University of Leeds, UK	Factorial Validation Of Ecotourism Destination Image And Ecotourist Motivation: Empirical Analysis Of Taman Negara National Park, Malaysia Musa Rosidah, Jamaliah Mohd Yusof , Faizah Rahim and Faridah Hassan , Universiti Teknologi MARA, Malaysia		
17:00	Close of conference day	Close of conference day	Close of conference day	Close of conference day
19:00	Conference Dinner at			

16:00	<p>Modelling Business-to-Business Relationship Quality: A People-Based Approach Vieira Armando Luís, Universidade de Aveiro - DEGEI/GOVCOPP, Portugal</p>		
16:30	<p>Using Focus Groups & Post-it Boards In Studies of ISD Team Behaviour: A Set of Recommended Practices Conboy Kieran, NUI Galway, Ireland</p>	<p>From Organisational Knowledge Management to Personal Knowledge Management - Reflecting and Researching Ongoing Management Practice: Exploring the way we Think Through Semiotics – How Signification Processes Determine Action Patterns Angela Nobre Lacerda, ESCE-IPS, Portugal (RoundTable)</p>	
17:00	Close of conference day	Close of conference day	
19:00			

	Friday 25 June 2010			
	Room: Aula Magna (Maria de Molina 11) Stream A: Trust and Ethics Chair:	Room: C-201 (M de M 15) Stream B: Research Methods in Strategy-as-Practice Chair: Ganesh Prabhu	Room: C-202 (M de M 15) Stream B: Research Methods Chair:	Room: E-001 (Pinar 9) Stream D: Research in Business Chair:
09:30	The Honest Business Borota Popovska Mirjana, Institute for Sociological Political and Juridical Research and Vasil Popovski , Institute of Economy, Macedonia	Identifying Geographic Disparities in Dental Healthcare Services Using a Geographic Information System Yan Chung-Yih and Neng-Pai Lin , Institute of Health Care Organization Administration, National Taiwan University, Taiwan	Using Card-based Games in Semi-Structured Interviews Rowley Jennifer, Manchester Metropolitan University, Rosalind Jones , Sonya Hanna , Bangor Business School and Magda Vassiliou , Manchester Metropolitan University, UK	Evaluation of Information and Communication Technology (ICT) Models of Adoption and Use in the Kingdom of Saudi Arabian SMEs Skoko Hazbo, Alfaisal University, Saudi Arabia and Arnela Ceric , Charles Sturt University, Australia
10:00	Researching Sensitively Without Sensitising: Exploring the Strength, Relationship Between, and Reasons for Trust and Distrust Saunders Mark , University of Surrey, UK		The Use of the Case Study Method in Theory Testing Iacono Jessica and Ann Brown and Clive Holtham , Cass Business School, London, UK	Tracing Doings and Sayings in a Business Context Egholm Feldt Liv and Maja Lotz , Copenhagen Business School, Denmark
10:30	Virtual Trust Vs Mis-Trust: Strategies for Creating Better Online Experiences for Students with Disabilities Barrett Bob, American Public University, West Virginia, USA		Traversing the Edge: Using Discourse Analysis to Understand IS Power Relations Hart Adam and Jim Underwood , University of Technology, Sydney, Australia	An Analysis of Demand Generators in the Superior Hotel Industry Quintano Alfred, University of Malta
11:00	<i>Refreshments</i>	<i>Refreshments</i>	<i>Refreshments</i>	<i>Refreshments</i>
11:30	Interactive Session: Panel on the topic of Design F Led by Isabel Ramos			
12:30	Presentation to introduce ECRM 2011 by Marie A			

	Room: E-002 (Pinar 9) Stream E: PhD Research Colloquium Chairs:		
09:30	<p style="text-align: center;">0930:09:40</p> <p style="text-align: center;">Performance of Service Delivery in Mental Healthcare Systems: A Case of Strategy-as-practice Aggrey Kwesi, University of Lincoln, UK</p> <p style="text-align: center;">09:45-09:55</p> <p style="text-align: center;">Tracking Employees' Twists and Turns: A Mixed Methods Approach to Assessing Change in the Psychological Contract Bankins Sarah, Queensland University of Technology, Australia</p> <p style="text-align: center;">10:00-10:10</p> <p style="text-align: center;">Rapid organisation change: Using Action research and Grounded theory to discharge a leading edge Reliability Centred Maintenance (RCM) Capability Bell Matthew, The University of Bolton/BAE SYSTEMS, UK</p>		
10:00	<p style="text-align: center;">10:15-10:25</p> <p style="text-align: center;">Is it them or is it us? Using Grounded Theory to Investigate the Influence of MNE Country of Origin Culture on Employee Experiences of Work-life Balance Dowling Karin, University of Tasmania, Australia</p>		
10:30	<p style="text-align: center;">10:30-11:00</p> <p style="text-align: center;">Discussion and Feedback</p>		
11:00	<i>Refreshments</i>	<i>Refreshments</i>	<i>Refreshments</i>
11:30	Research		
12:30	shwin		

12:45		<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
	Room: Aula Magna (Maria de Molina 11) Stream A: Quantitative Methods Chair:	Room: C-201 (M de M 15) Stream C: Mini track on Critical Research Chair: Andrew Armitage	Room: C-202 (M de M 15) Stream C: Risk and safety Chair:	Room: E-001 (Pinar 9) Stream D: Research in Business Chair:
13:45	Applying Structural Equation Modeling to Determine the Value of Web-based Survey Methods versus Non-electronic Survey Methods Martins Nico , University of South Africa, South Africa	The Dialogical Process: Towards a Critical Research Methodology for Practice-based Organisational Research Armitage Andrew and Alan Thornton , Anglia Ruskin University, UK	Effectuation and Risk-taking of Angel Investors Melih Madanoglu , Florida Atlantic University, USA	Gaining competitive advantages through customer knowledge Semmelrock-Picej Maria Theresia , Klagenfurt University, Austria
14:15	Measuring Business-to-Business Customer Service: A Structural Re-examination of the INDSERV Scale Lee Gregory , University of the Witwatersrand, Johannesburg, South Africa	Rich pictures – unlocking the secret data or problems of interpretation? Armitage Andrew and Diane Keeble-Ramsay , Anglia Ruskin University, UK	An Immersed Approach to Workplace Safety Culture Intervention and Behavioural Change: Insights About Factors which the Literature Remains Silent About Nazaruk Marcin , Andrew Weyman , University of Bath and Elizabeth Hellier , University of Plymouth, UK	Consumer Shopping Behavior Pattern on Selected Consumer Goods: Empirical Evidence on Malaysian Consumers (Kuching City) Akir Oriah , Universiti Teknologi MARA and Md. Nor Othman , University of Malaya, Malaysia
14:45	A Ruggedised Method for Measuring Levels of Entrepreneurial Activity in Least Developed Economies Frederick Howard , Deakin University, Australia			
15:15	Room: A summary of issues raised during the conference Led by Jose Esteves			
15:45	<i>Close of Conference</i>	<i>Close of Conference</i>	<i>Close of Conference</i>	<i>Close of Conference</i>
	POSTER			
	Assessment of individual cultural attributes: A comparison of two methodological approaches Miralles Francesc and Jordi Trabado , La Salle - Ramon Llull University, Spain			

12:45	<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>
	Room: E-002 (Pinar 9) Stream E: Methodology issues Chair:	Room: E-011 (Pinar 9) Stream F: PhD Research Colloquium Chairs:	
13:45	Methodological Challenges in Social Research Nienaber Hester, UNISA, South Africa	13:45-13:55 Understanding Intercultural Communication in Ethiopian Higher Education: An Integrated Perspective Ayalew Anteneh Tsegaye, Justus Liebig University Giessen, Germany 14:00-14:10 Quality of Work Life of Managers: Public Vs Private Sector Topuzovska Marija, University of SS.Cyril and Methodius, Republic of Macedonia 14:15-14:25 Is There a new Method to Analyse Qualitative Information? Fakis Apostolos, University of Derby, UK 14:30-15:00 Discussion and feedback	
14:15	A Methodology for Assessing the Interaction Environment of Organizations Harrison Tyler, Susan Morgan and Elizabeth A. Williams , Purdue University, USA		
14:45	Does Methodology Count? Lessons from the 2008 Research Assessment Exercise Knowles Deborah and Elisabeth Michielsens , Westminster Business School, University of Westminster, UK		
15:15	ce.		
15:45	<i>Close of Conference</i>	<i>Close of Conference</i>	<i>Close of Conference</i>