<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00-10:00</td>
<td>Pre-Conference Workshop: Innovation and Experimentation in Researching, Teaching, and Learning Research Methodology: Tools, Technologies and Best Practices</td>
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<tr>
<td>10:00-11:00</td>
<td>Welcome drinks and pre-conference registration</td>
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<tr>
<td>11:00-12:00</td>
<td>Welcome and Opening by the Conference and Programme Chairs: Marisa Cenici, Dean of the Department of Business Studies, Roma Tre University Paola Demartini and Michela Marchiori</td>
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<tr>
<td>12:00-12:45</td>
<td>Conference splits into streams</td>
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<tr>
<td>10:45-11:45</td>
<td>A Review of Mixed Methods, Pragmatism and Abduction Techniques</td>
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<td>11:15-12:15</td>
<td>Towards Evidence-Reflected Practice: Paradigms as Heuristics in Business Research</td>
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<tr>
<td>11:45-12:45</td>
<td>Ethics Challenges Particular to Trans-Cultural and/or Archival Mixed-Methods Research</td>
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<tr>
<td>12:15</td>
<td>Lunch - Gallery on 1st Floor</td>
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**Stream A: Mini Track on Mixed Methods - A Different Approach?**
- **Chair:** Maria Serena Chiucchi
- **Room:** 20

**Stream B: Storytelling**
- **Chair:** Sonia Quarchioni
- **Room:** 18

**Stream C: Ethnography and Evidence-based Research**
- **Chair:** Morton Jakobsen
- **Room:** 17

**Stream D: IS Research**
- **Chair:** Jarrod Haar
- **Room:** 7

**Stream E: Focus Groups: A Flexible and Adaptable Research Tool**
- **Chair:** Morten Jakobsen
- **Room:** 7

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**Wednesday 11 July 2018**

10:00-11:00 Pre-Conference Workshop: Innovation and Experimentation in Researching, Teaching, and Learning Research Methodology: Tools, Technologies and Best Practices

10:30-11:00 A Review of Mixed Methods, Pragmatism and Abduction Techniques
- **Chair:** Mitchell Anthony, Southampton University School of Management, UK

11:15-11:30 Story Completion for Qualitative Research
- **Chair:** Diane and Ross Kemble, Anglia Ruskin University, UK

11:30-11:45 Towards Evidence-Reflected Practice: Paradigms as Heuristics in Business Research
- **Chair:** Christian Lystbaek, Christian, Aarhus University, Denmark

11:45-12:15 Ethics Challenges Particular to Trans-Cultural and/or Archival Mixed-Methods Research
- **Chair:** Stephen Atkins, Manco Tutin, Sarah Atkins, Patricia Quensell, Paula West and Nathan Routree, Otago Polytechnic of New Zealand (Round Table)

12:15 Lunch - Gallery on 1st Floor

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**Thursday 12 July 2018**

09:00 Registration and coffee on the Ground Floor

09:30 Welcome and Opening by the Conference and Programme Chairs: Marisa Cenici, Dean of the Department of Business Studies, Roma Tre University Paola Demartini and Michela Marchiori

Room: 7

09:45 Keynote Address: John Dumay, Macquarie University, Sydney, Australia Getting your Hands Dirty: A Critical Approach to Interventionist Research

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**valid from 11-13 July**
Thursday 12 July - Afternoon

**Stream A: Mini Track on Mixed Methods - A Different Approach?**
- **Chair:** Paola Demartini
- **Room:** 20

13:15 Grounded Theory Approach in Recent Engineering Management Studies
- **Heredia Jimena, Paulo Cauchick-Miguel and Eleonora Vieira,** Federal University of Santa Catarina, Florianopolis, Brazil

13:35 Exploring Deviant Elements in Qualitative Research
- **Bocatto Evandro and Ellexia Perez-de-Toledo,** MacEwan University, Edmonton, Canada

14:15 Before and After Treatment Analysis Based on a Qualitative-Quantitative Approach: Coaching Intervention
- **Fedorova Alena,** Ural Federal University, Olga Koropect, Ural State University of Economics, Russia and **Mauro Gatti,** Sapienza University of Rome, Italy

14:45 Research on the Impact of Crowdsourcing on Organisational Learning: A Sense-Making Perspective
- **Lenart-Gansievska Regina,** Jagiellonian University, Krakow, Poland

**Refreshments - Gallery on 1st Floor**

15:15 **Conference Splits into streams**

**Stream A: Mini Track on Mixed Methods - A Different Approach?**
- **Chair:** Christian Lystbaek
- **Room:** 20

**Stream B: Qualitative Research**
- **Chair:** Ross Kemble
- **Room:** 19

**Stream C: Case Study Research**
- **Chair:** Virginia Griman
- **Room:** 18

**Stream D: Analysis and Presentation**
- **Chair:** Irene Ryan
- **Room:** 17

16:20 Utilisation of a Sequential Mixed Methods Approach to Examining SME Digitalisation
- **Doherty Elkeen,** Maynooth University, **Elaine Ramsey,** Patrick Ibbotson, Ulster University, Northern Ireland, **Marian Carcary** and **Gerard Conway,** Maynooth University, Northern Ireland

16:50 The Debatable Paradigm of Mixed Methods
- **Amolo John, Andrisha Beharry-Ramraj** and **Stephen O Migo,** University of Kwa-Zulu Natal, South Africa

**Conference Dinner - Ristorante Al Biondo Tevere**
*Via Ostiense, 178, 00154 Roma RM, Italy*

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valid from 11-13 July

**Refreshments - Gallery on 1st Floor**

17:20 Close of Conference Day

19:30 Close of Conference Day

Keynote Address: Anna Linda Musacchio Adorisio, Copenhagen Business School, Denmark

**Broadening the Context: Interpretive Lenses for Business Research**

16:15

**Stream A: Mini Track on Interventionist Research Methods**
- **Chair:** Vicki Baard
- **Room:** 7
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>09:00</td>
<td>Opening Messages: Paola Demartini and Michela Marchiori</td>
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<td>Room: 7</td>
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<tr>
<td>09:05</td>
<td>Keynote Address: Paola Torrioni, University of Turin, Italy</td>
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<tr>
<td></td>
<td>Mixed Method Research: strategies (and warning) for combining qualitative and quantitative methods</td>
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<tr>
<td>09:50</td>
<td>Introduction to ECRM 2019</td>
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<td>10:00</td>
<td>Refreshments - Gallery on 1st Floor</td>
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<td>Poster contributors stand by their posters to discuss the research</td>
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<td>10:45</td>
<td>Stream A: Coding and Scales</td>
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<td>Chair: Ben Daniel Motidyang</td>
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<td>Stream B: A Pragmatic Constructivist Approach to Analysing Business and Management</td>
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<td>Chair: Lino Cinquini and Hanne Norreklit</td>
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<td>Stream C: Longitudinal Studies</td>
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<td>Chair: Nico Martins</td>
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<td>Stream D: Reflection on Research</td>
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<td>Chair: Manuel Au-Yong-Oliveira</td>
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<td>Room: 17</td>
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<td>11:05</td>
<td>Deconstruction of the Past to Build a Future Research Project (DPBP)</td>
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<td>Lobre-Lebraty Katia, Iaelyon, Université Jean Moulin Lyon, 3, France</td>
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<td>11:15</td>
<td>Index Construction Methodology Using Training Sample</td>
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<td>Based on Pairwise Comparisons</td>
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<td>Sirotin Viacheslav and Marina Arkhipova, National Research University</td>
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<td>Higher School of Economics, Moscow, Russia</td>
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<td>Network Governance Construction in a Cross-cultural Setting: The Role of the Contract Rizza Carmela, Antonio Leotta and Daniela Ruggeri, University of Catania, Italy</td>
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<td>11:45</td>
<td>Conceptualising Types of Human Practices</td>
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<td></td>
<td>Petersen Camilla Kelsen, Southern University of Denmark, Hanne Norreklit, Mihaela Trencna, Aarhus University and Lennart Norreklit, Aalborg University, Denmark (Presentation Only)</td>
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<tr>
<td></td>
<td>Consumers Engagement Behaviour in Social Media: do Different Brand Categories Matter? Zaliskaitė-Jaškaitė Ligita and Robertas Damaševičius, Amantas Ostreika and Kumar Anubhav Tiwari, Kaunas University of Technology, Lithuania</td>
</tr>
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**WiFi:** USERNAME ECRM PASSWORD C8De43
valid from 11-13 July
Friday 13 July - Afternoon

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<thead>
<tr>
<th>Stream A: Cultural Issues</th>
<th>Stream B: A Pragmatic Constructivist Approach to Analysing Business and Management</th>
<th>Stream C: Research into Security and online collection methods</th>
<th>Stream D: Interdisciplinary Research</th>
</tr>
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<tr>
<td>Chair: Brian McArthur</td>
<td>Chair: Lino Cinquini and Hanne Norrekkil</td>
<td>Chair: Gordon Hunter</td>
<td>Chair: Mark Saunders</td>
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13:15

An Investigation of the Social Dynamics of Indigenous Mining in New Caledonia
Clutterbuck Peter and Daniel Lewis, University of Queensland, Australia

On Anticipation and Generalization: A PC Based Perspective
Nörekkil Lennart, Retired, Aalborg University, Denmark (Presentation Only)

Confirming the Validity of a Trust Measure in a Security Environment
Martins Nico and Leonard Durand, University of South Africa, Pretoria, South Africa

At the Intersection of Business History and Organization Theory: An Interdisciplinary and Process-Based Method for Studying Organizational Change
Bagnaresi Davide, Francesco Maria Barbini and Patrizia Battilani, University of Bologna, Italy

13:45

A Kaupapa Māori Research Methodology: Phases for Conducting Quantitative Research
Haar Jarrod, Nimbus Staniland and Peter McGhee, Auckland University of Technology, New Zealand

Pragmatic Constructivism and Inter Organisational Decision Making
Guven Uslu Pinar, University of East Anglia, Norwich, UK

Reflecting on Cyber Governance for a New World Order: Ontological Approach
Greiman Virginia, Boston University, USA

A Competition and the Fragility of P/L Insurance Markets
Lin Wen-Chang, National Chung Cheng University and Yi-Hsun Lai, National Yun-lin University of Science and Technology, Taiwan

14:15

Indicator of Unemployment Gender Inequality
Fadóš Marina and Maria Bohdalová, Comenius University in Bratislava, Slovakia

Helping as the Topoi for Interventionist Research from Pragmatic Constructivist Point of View
Jakobsen Morten, University of Aarhus, Denmark

From Soviet Cybernetics to Western-oriented Design Science: A Business Informatics Community in Transition
Smutny Zdenek and Michal Dolezel, University of Economics, Prague, Czech Republic

Burlov Viacheslav, Peter the Great Saint-Petersburg Polytechnical University, Russia

14:50

Top finalists in the Innovation in Teaching of Research Methodology Excellence Awards present their Case Histories
Room: 7

15:20

Summary of the Conference: Paola Demartini and Michela Marchiori
Award to the winner of the Best PhD Paper and Best Poster

15:30

Close of Conference

Poster Only

Examining How Ethnicity Influences Immigrant Entrepreneurial Activities In Ireland
Njoku Kingsley, Dublin Institute of Technology (DIT) Ireland

Interventionist Research and Documentation of Closed-off Worldviews and Solutions
Yazdi Najmoddin, Ali Maleki and Soroush Talebi, Sharif University of Technology, Iran

The Plasticity of Social Sciences: Rhetoric into Mathematical Equations in Corporate Governance Studies
Bocatto Evandro and Eloisa Perez-de-Toledo, MacEwan University, Canada

Myths, Storytelling and Metaphors – how to engage, inspire and inform with Research
Sinha Tammi, University of Winchester, Lois Farquharson and Susanne Clarke, Bournemouth University, UK

Maximum Variation (MV): A Framework for Determining Adequate Sample Sizes in Qualitative Research
Ben K. Daniel, University of Otago, Dunedin, New Zealand

Wonder Zone: Enriching Inquiry Skills through Real-World Interaction
Idek Sihajwan, Christ Ronny Harry and Anita Mohd Yasin, Keningau Vocational College, Sabah, Malaysia

Cooperative Research in Dual Study Courses
Döring Helmut, Internationale Berufskademie (IBA) University of Cooperative Education, Germany

Navigating Research in Systems Engineering
Berlitz Barbara and Alejandro Hernandez, Naval Postgraduate School, Monterey, CA

Poster Presenters will stand by their posters at 10:00 on Friday to present their work to other participants

Posters will be displayed from Thursday afternoon until lunchtime on Friday

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