ECRM 2020 - Pre Conference Workshop
18th European Conference on Research Methodology for Business and Management Studies
University of Aveiro, Portugal

Wednesday 17\textsuperscript{th} June 2020
13:00 – 16:00

How to Develop and Use Conceptual and Theoretical Frameworks in the Research Process
Led by Assoc Prof Ben Kei Daniel, University of Otago, New Zealand

Conceptual and theoretical frameworks are knowledge structures that offer guidance on how to design and organise research throughout the various stages of the research project. They enable the researcher to develop a logical organisation of related theories, assumptions, values and concepts, and connect the researcher to the literature in an area of interest. As such, they significantly contribute to the quality of the research outcome. However, students as well as early-career researchers often face difficulties in understanding the function and purpose of these frameworks, because these threshold concepts are challenging to teach and abstract to comprehend. In addition, the literature on research methodology rarely distinguishes between these two constructs, and the role each of them play in the research process.

This workshop aims to provide clarity and participants will have the opportunity to explore and discuss:

- The role of abstraction in academic research
- The meanings and purposes of concepts and theories
- The purposes and functions of conceptual and theoretical frameworks
- The fundamental differences between conceptual and theoretical frameworks
- How conceptual and theoretical frameworks are used in research

This workshop is intended primarily for postgraduate students and early career researchers. However, it will be of interest to teachers of research methods as the workshop offers a structured way to teach the application of theory and the process of abstraction to students.

\textbf{Ben Kei Daniel}, PhD is Associate Professor in Higher Education, and the Head of Department of Higher Education Development Centre at the University of Otago, New Zealand. Prof Daniel is the convenor for Educational Technology strategic initiatives, and an academic member of the IT Governance Group for the University of Otago. He obtained his PhD Jointly in Educational Technology and Artificial Intelligence in Education (AIED) from the University of Saskatchewan in Canada in 2007. His current research focuses on Big Data and Analytics in higher education.

\textbf{Workshop Application details}

The cost of attending each workshop is £35 for participants registered for the 18th European Conference on Research Methodology for Business and Management Studies (ECRM 2020) and £70 for anyone wishing to participate who is not attending the conference. The workshop will take place at University of Aveiro, Portugal the day before the ECRM conference.

For further information contact: annette@academic-conferences.org. To reserve a place on this workshop please use the online form: https://www.academic-conferences.org/conferences/ecrm/ecrm-registration/