

<p align="center"><b>19th European Conference on Research Methodology for Business Management</b>  <b>ECRM 2020</b>  a Virtual Conference Supported by University of Aveiro, Portugal  <b>18 - 19 June 2020</b>  <b>ALL TIMINGS ARE UK/PORTUGAL TIME (GMT+1)</b>  <b>Password to all Zoom Rooms: ECRM20</b></p>	
<b>Wednesday 17 June 2020</b>	
<b>12:00 - 16:00</b>	<b>Final round of Teaching of Research Methodology Excellence Awards</b>
<b>Thursday 18 June 2020</b>	
<b>08:45</b>	<a href="#">Main conference room opens</a>
<b>09:00</b>	Welcome and Opening by the Conference and Programme Chairs: Dr. Manuel Au-Yong Oliveira and Professor Carlos Costa <b>Room 1</b>
<b>09:15</b>	<b>Keynote Address: Dr Paul Griffiths, Ecole de Management de Normandie, Oxford, UK</b> <b>Re-thinking Research Methods in Social Sciences: Moving away from Determinism</b> <b>Room 1</b>
<b>10:00</b>	<i>Conference splits into streams</i>
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	<b>Zoom Details</b> <b>Password to all rooms: ECRM20</b>  <a href="#">Room 1 - Stream A</a> <a href="https://us02web.zoom.us/j/89044638265">https://us02web.zoom.us/j/89044638265</a> <a href="#">Meeting ID: 890 4463 8265</a>  <a href="#">Room 2 - Stream B</a> <a href="https://us02web.zoom.us/j/82385949818">https://us02web.zoom.us/j/82385949818</a> <a href="#">Meeting ID: 823 8594 9818</a>  <a href="#">Room 3 - Panel</a> <a href="https://us02web.zoom.us/j/81830207012">https://us02web.zoom.us/j/81830207012</a> <a href="#">Webinar ID: 818 3020 7012</a>
	<b>Stream A: University Context</b> <b>Chair: Andrew Jenkins</b> <b>Room 1</b>
<b>10:15</b>	Researching Student Learning on Business Management Degree Courses: The Problem of Evaluation <b>Brown Ann and Martin Rich</b> Cass Business School, City, University of London, UK
<b>10:45</b>	Business School Teaching of Research Methods: A Literature Review and Initial Test Results <b>Mitchell Anthony</b> , Ashridge Executive Education, Hult International Business School, UK
<b>11:15</b>	Research in Business Sciences: A Study of Master's Dissertation Methodologies in Management Based on Case Studies <b>Varela Miguel</b> , Paula Bela <b>Lopes</b> and Rosa <b>Rodrigues</b> , Instituto Superior de Gestão, Lisboa, Portugal
<b>11:45</b>	From Ideas: A Method to Generate Creative Research and Impact <b>Carey Lindsey</b> , Glasgow Caledonian University, Scotland and Esteban Galan <b>Cubillo</b> , University Jaume I, Spain (Presentation only)
<b>12:15</b>	<i>Lunch Break</i>
<b>12:45</b>	<i>Panel on Publication Options and Opportunities Chaired by Dr Dan Remenyi</i> <i>Panellists: Ann Brown - EJBRM</i> <i>Leslie Willcocks - Journal of Information Technology</i> <i>Jane Carruthers - South African Journal of Science</i>
	<b>Stream A: Mixed Methods</b> <b>Chair: Tadhg Nagle</b> <b>Room 1</b>
	<b>Stream B: Modelling and Analysis</b> <b>Chair: Paula Lopes</b> <b>Room 2</b>
<b>13:30</b>	Innovative Research Methodologies on Social Entrepreneurship: Dive Project Case Study <b>Conceição Oscarina</b> , Ana Lucia <b>Campinho</b> and Teresa <b>Dieguez</b> , Polytechnic Institute of Cávado and Ave, Portugal
<b>14:00</b>	The Impact of Global Risks of Industry 4.0 on the Psychological Safety of Workers: Content Analysis on the Internet <b>Koropets Olga</b> , Ural Federal University, and Maria <b>Plutova</b> , Ural State University of Economics, Yekaterinburg, Russia
<b>14:30</b>	Choosing and Using a Research Design for an Integrated Evaluation Model for Web-Based Applications <b>Ssemugabi Sam</b> and Ruth <b>De Villiers</b> , University of South Africa, Johannesburg, South Africa
<b>15:00</b>	<i>Conference Splits into streams</i>
	<b>Stream A: Literature Review</b> <b>Chair: Anthony Mitchell</b> <b>Room 1</b>
	<b>Stream B: Research Issues</b> <b>Chair: Miguel Nunes</b> <b>Room 2</b>
<b>15:15</b>	Gender, Culture, and Anonymity: A Cross-Nation Comparison of Electronic Word-of-Mouths <b>Tang Linghui</b> and Steven <b>Pittaro</b> , The College of New Jersey, Ewing, USA (Presentation)
<b>15:45</b>	The System of Organizational Terms as Theoretical Foundation of a Research Methodology Aimed at Team Management Automation <b>Flak Olaf</b> , University of Silesia in Katowice, Poland
<b>16:15</b>	Statistical Models and Data Mining Techniques in Business Research <b>Ptak-Chmielewska Aneta</b> , Warsaw School of Economics, Poland (Presentation only)
<b>16:45</b>	<b>Networking in Small Groups for Future Collaboration</b>
	<i>Close of Conference Day</i>

	<b>Friday 19 June 2020</b>	
09:00	<a href="#">Opening Messages</a>	
09:05	Keynote Address: Prof. João José Pinto Ferreira, University of Porto (FEUP), Portugal How to help students effectively use keywords (thesis, dissertation or research article)	
09:50	<b>Introduction to ECRM 2021</b>	
	<i>Conference Splits into streams</i>	
	<b>Stream A: The research process</b> <b>Chair: Martin Rich</b> <b>Room 1</b>	<b>Stream B: PhD Session</b> <b>Chair: Dan Remenyi</b> <b>Room 2</b>
10:00	Assessment of the Expectations from the Development of Supra-Professional Competencies on Labour Market <b>Pesha Anastasiya</b> , Ural State University of Economics, Yekaterinburg, Russia	Rural and Peri-Urban Communities in South Africa: Using innovative qualitative research to hear their voices <b>Queiros Dorothy</b> , Kevin <b>Mearns</b> and Cine <b>van Zyl</b> , University of South Africa, Pretoria, South Africa  Sensemaking and Identity Work in a Foreign Host Culture <b>Kimberley Anna</b> , University of Westminster, UK  An Observational Analysis of the Entrepreneurship Policy Discourse in Hamburg, Germany <b>Recke Moritz Philip</b> , Hamburg University of Applied Sciences, Germany
10:30	A Design Research Approach to Develop IoT Gamification to Enhance Young Children's Experiences in Museums <b>Wang Meng</b> and Miguel Baptista <b>Nunes</b> SUN YAT-SEN University/School of Information Management, Guangzhou, China	
11:00	Getting out of the Office to see how Gluten-Free "Our World" is <b>Martins Micaela</b> , <b>Rosa Vasco</b> , Marta <b>Gonçalves</b> and Manuel <b>Au-Yong-Oliveira</b> , University of Aveiro, Portugal	
11:30	Methodology of Factor Analysis of the Importance of the Supra-Professional Competencies of Graduates for Employers <b>Pesha Anastasiya</b> and Alexander <b>Panchenko</b> , Ural State University of Economics, Yekaterinburg, Russia	
12:00	<i>Lunch Break</i>	
	<b>Stream A: Reflective and interventionist Research</b> <b>Chair: Esteban Galán</b> <b>Room 1</b>	
12:30	Discovering Research Philosophies and Paradigms using Machine Learning, Natural Language Processing and Matching Techniques <b>Mkansi Marcia</b> , University of South Africa, Pretoria, South Africa	
13:00	Autoethnographic Narratives on the Evolution of Society <b>Au-Yong-Oliveira Manuel</b> and Edna <b>Spranger</b> , University of Aveiro, Portugal	
13:30	Mirror, Mirror on the Wall... Through Storytelling to Reflexivity <b>Kimberley Anna</b> , University of Westminster, London, UK	
14:00	Interventionist Researcher Facilitating Value Co-Creation: "one of us" or "one of them" <b>Tiitola Vesa</b> , Jouni Lyly- <b>Yrjänäinen</b> and Teemu <b>Laine</b> , Tampere University, Finland	
14:30	<b>Top finalists in the Innovation in Teaching of Research Methodology Excellence Awards present their Case Histories</b>	
14:45	<b>Summary of the Conference</b> <b>Award to the winner of the Best PhD Paper and Best Poster</b>	
15:00	<i>Close of Conference</i>	
	<a href="#">Posters have been uploaded to the facebook group where we invite participants to view them and comment/discuss the work</a>	
	Research Paradigms for Business and Management: Multicultural Axiology and Constructive Epistemology Perspectives <b>Roufaiel Nazik</b> and Magdy <b>Roufaiel</b> , State University of New York-ESC, Saratoga Springs, USA	Research Ethics for Undergraduate Business Management Students: Awareness, issues and challenges <b>Jenkins Andrew</b> , The University of Huddersfield, UK
	Team Management Automation <b>Flak Olaf</b> , University of Silesia in Katowice, Poland	Flattening the Infodemic Curve <b>Nagle Tadhg</b> and Andrew <b>Pope</b> , University College, Cork, Ireland