20th European Conference on Research Methodology for Business Management ECRM 2021 17 - 18 June 2021 A Virtual Conference hosted by ACI and supported by University of Aveiro, Portugal ALL TIMES ARE GMT+1 (UK/PORTUGAL TIME) Wednesday 16th June 2021 12:00 -Final Round of Presentations for The 6th Innovation in Teaching of Research Methodology Excellence Awards 13:00 Thursday 17th June 2021 **Zoom Login Details** 08:30 Zoom Room 1 Opens Password for all sessions is ECRM21 09:00 Welcome and Opening by Conference & Programme Chairs: Dr. Manuel Au-Yong Room 1 - Stream A https://us02web.zoom.us/j/81179393549 Oliveira and Professor Carlos Costa Meeting ID: 81179393549 (The conference will start in this room) 09:20 Kevnote Address: The Future of Data Analysis Dr Ana Maria da Palma Moreira, ISPA-Instituto Universitário, Lisbon & ISMAT, Room 2 - Stream B https://us02web.zoom.us/j/81461626274 <u>Portimão</u> 10:05 Conference splits into streams Meeting ID: 814 6162 6274 Stream A: Mixed Methods Stream B: Key Issues in Research Methodology Chair: Regina Lenart-Gansiniec Chair: Terri Carmichael Mixed Methods Approach for Teaching Students in Business Studies: Alrosa Case Continuing Research on the Teaching of Research Methods, Learning and Supervision 10:10 Anthony Mitchell, Ashridge Executive Education, Hult International Business School. Ekaterina Mochalina, O. Tatarnikov and Galina Ivankova. Plekhanov Russian. University of Economics and S. Smirnov, St Petersberg State University, Russia Berkhamsted and Martin Rich, City, University of London, Business School, UK Using Mixed Methods to Evaluate the Role and Contribution of Disciplined Innovation Facilitating the Diffusion of Interventionist Research: Externalizing the Roles of an 10:30 Intervening Research in Customer Value Creation Processes (DIPs) Saad Ahmed and Anthony Paul Buckley, Technological University Dublin, Ireland Vesa Tiitola Jouni Lyly-Yrjänäinen, Teemu Laine, Tampere University, Finland and Ronaldo Gomes Dultra-de-Lima, Mackenzie Presbyterian University and University Center FEI. Sao Paulo, Brazil Sequential Mixed Methods Research: Non-Compliance in Apprentice Pay With Owls Customer Experience Measurement: What Methods can Researchers Offer to 11:50 Hilary Drew and Felix Ritchie, The University of the West of England, Bristol, UK Practitioners? Kamila Tislerova, University of Economics and Management, Prague, Czech Republic 11:10 An Exploratory Sequential Mixed Methods Design to Determine user-preferred app Action Research Methodology as a Knowledge Transition Strategy Features Maria José Sousa, ISCTE, Lisbon, Manuel Au-Yong-Oliveira, INESC TEC, Andrea Potgieter, and Christopher William Rensleigh, University of Johannesburg, GOVCOPP, DEGEIT, University of Aveiro, Portugal South Africa Using a Grounded Theory Method in an Empirical Case Study of Knowledge-Based 11:30 Using Sequential Mixed Methods to Evaluate the Contribution of Absorptive Capacity Entrepreneurship Development in an Organic Rice Farming Community Enterprise in Francis **Behan** and Anthony Paul **Buckley** Technological University Dublin, Ireland Thailand Suteera Chanthes, Mahasarakham University, Thailand Longitudinal Research in Information Systems: a Set of Methodological Guidelines 11:50 Innovation and Intellectual Property Management in Portuguese and Spanish Hospitals through a Mixed Methodological Approach Wafa Bouaynaya, University of Picardy, Amiens, France Daniel Ferreira Polónia and Adriana Gradim, University of Aveiro, Portugal 12:10 Lunch Break Lunch Break 13:00 Knowledge Café led by Prof Dan Remenyi Stream A: Education Stream B: Lean and Systematic Reviews Chair: Hilary Drew Chair: Jouni Lyly-Yrjänäinen Room: 1 Room: 2 14:00 Templates' for Creative Imagination in Management Education: Inspiration from How can we "Do" Lean Research Better? The Potential for Recognising the Missing Interpretative Approach Clare Hindley, IUBH Univeristy of Applied Sciences, Bad Honnef and Stefan John Cheevers, Patrick Lynch and Anne-Marie Ivers Waterford Institute of Technology, Sonnenburg, ICN Business School, Berlin, Germany Ireland An Innovative Student Research Project on Fair Work in the South African Gig 14:20 Systematic Review as a Research Method to Establish the Concept of Value Leaks during Project Deployment Marita Turpin, University of Pretoria and Jean-Paul Van Belle, University of Cape Ernest Marfo Asiedu and Marcia Mkansi, University of South Africa, Pretoria, South Town, South Africa Africa 14:40 Evaluation of Student Learning on Undergraduate Business and Management Courses The Benefits of Crowdsourcing in Science: A Systematic Literature Review Regina Lenart-Gansiniec, Jagiellonian University, Krakow, Poland Ann Brown and Martin Rich, City Business School, University of London, UK The Navigational Challenges of a Blended Learning Approach to Teaching Research The Optimization of Learning and Leading: Sternberg's Learning Style and 15:00 Transformational Leadership - A Covariation? Aron Truss and Valerie Anderson, University of Portsmouth, UK Stig Ytterstad and Johan Olaisen BI Norwegian Business School, Norway Pivoting a Business and Public Administration Research: Identifying, Interrogating, and Effectiveness of Lean Business Model in Ensuring the Circular Production Integrating key Attributes and Variables Andrey Zaytsev, Peter the Great St. Petersburg Polytechnic University, Russia Kambidima Wotela, WITS School of Governance, Johannesburg, South Africa (Academic, Main) ERM-061 15:40 **Break** Break Stream A: Qualitative Research Chair: Julie Béliveau Theory Development in Deductive Qualitative Research 16:00 Noel **Pearse**, Rhodes University, Grahamstown / Makhanda, South Africa 16:20 Dynamic Capabilities in Health Organizations - A Qualitative Preliminary Research During the Pandemic Phase (COVID-19) Ruben Loureiro, NECE UBI, Covilhã, Portugal and António Cardoso, Fernando Pessoa University - Porto, Portugal (Academic, Main) ERM-049 Postgraduate Student Semantics and Methodological Contradictions 16:40 Teresa Carmichael, University of the Witwatersrand, Johannesburg, South Africa 17:00 **Networking in Small Groups for Future Collaboration** 17:30

Close of Conference Day

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	Friday 18th June 2021	
09:00	Opening Messages	
	Room 1	
09:05	Keynote Address: Unlocking the Algorithm of Research Methods	
	Maria José Sousa, ISCTE-Instituto Universitário de Lisboa and CIEO Algarve University	
09:50		
	Conference Splits into streams	
	Stream A: Country Specific Examples	Stream B: PhD and Masters Colloquium followed by the Poster Session
	Chair: Noel Pearse	Chair: Manuel Au-Yong Oliveira
	Room: 1	Room 2
10:00	Reinforcing Demographic Policy: A Mixed-methods Research on Russian Women's	(10 Minute presentations with time for discussion and feedback)
10:00	Work-Family Balance Strategies	PHD AND MASTERS COLLOQUIUM
	Natalia Blednova and Anna Bagirova , Ural Federal University named after the first President of Russia B.N. Yeltsin, Ekaterinburg, Russia	(10 minute presentations with time for discussion and feedback)
10:20	The Potential and Strategic Analysis of Thai Golden Nam Doc Mai Mango for the	Using firm-level data from Various Sources: Researching Start-ups in Ireland
	Japanese Export Market	Thi Ngoc Dao and Clare O'Mahony , Technological University Dublin, Ireland
	Kesinee Muenthaisong, Saranya Raksong, and Eakapoom Wongsahai,	Decision-making in English Clinical Commissioning Groups: A Mixed Methods Study
	Mahasarakham University, Thailand	Mpumelelo Sibanda , Richard Breese and Ilfryn Price , Sheffield Hallam University, UK
10:40	Do Management Practices Matters in Sustainable SMEs? A Conceptual Study from a	Develoment of Boundary Object Supported Method to Study Children's Healthcare Customer
	Developing Country Perspective John Amoah , Zdenko Metzker , Khurram Ajaz Khan and Abdul Bashiru , Tomas Bata University, Zlin, Czech Republic	Journeys Lauri Litovuo , Tampere University, Finland
	S. 110.10.10, 2.11, 0.200.1 10.000.10	Literature Review: A Technique for Conceptualising Management research in South Africa Basia Dennis Bless , Wits University, Johannesburg, South Africa
11:00	Decision Support Systems (DSS) and Management Information Systems (MIS) in	
	today's Organizations	Variables Impacting Employees of Insurance Companies in Achieving Learning Outcomes
	Souad Demigha , CRI Univ of Paris1 Sorbonne, France	Competency Brought by Regulatory Changes Matsobane Jay Malatji and Lindiwe Mhakamuni Khoza, Stellenbosch University, South Africa
11:20	Methodological Approach for the Conceptualization of an Information System for Accessible Tourism	POSTER SESSION (5minute presentations with time for discussion and questions)
	Pedro Teixeira , Joana Alves , Leonor Teixeira and Maria Eusébio , University of	(offiliate presentations with time for discussion and questions)
	Aveiro, Portugal	The use of Computer Simulation in Studying Science and Technology Parks Mousa Al-kfairy , Zayed University, UAE (WIP)
11:40	Let the data predict market risk: A machine learning approach Syeda Rabab , Lahore School of Economics, Pakistan (Presentation only)	
	System (Autority)	
12.00	Lunch Break	Lunch Break
12:00		Lunch Break
	Stream A: Innovative Methodologies Chair: Martin Rich	
	Room 2	
13:00	A Methodological Solution to Zeno's Paradoxes	
	Robert Vivian and Christo Auret , University of the Witwatersrand, Johannesburg, South Africa	
13:20	Applying Fuzzy Modelling to Stakeholder Analysis	
	Tadeusz A. Grzeszczyk , Warsaw University of Technology and Dorota Kuchta , Wroclaw University of Science and Technology, Poland	
13:40	Using the Learning History Methodology to Stimulate Collective Reflection Among Top	
	Management Teams Julie Béliveau , and Anne-Marie Corriveau , Université de Sherbrooke, Canada	
14:00	Top finalists in the Innovation in Teaching of Research Methodology Excellence Awards present their Case Histories	
14:20	Summary of the Conference	
14.20	Award to the winner of the Best PhD Paper	
14:30	Close of Conference	Close of Conference

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