

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 - 13:00	Final Round of Presentations for The 6th Innovation in Teaching of Research Methodology Excellence Awards
Thursday 17th June 2021	
08:30	Zoom Room 1 Opens
09:00	Welcome and Opening by Conference & Programme Chairs: Dr. Manuel Au-Yong Oliveira and Professor Carlos Costa
09:20	Keynote Address: The Future of Data Analysis Dr Ana Maria da Palma Moreira, ISPA-Instituto Universitário, Lisbon & ISMAT, Portimão
10:05	<i>Conference splits into streams</i>
	Zoom Login Details <i>Password for all sessions is ECRM21</i> Room 1 – Stream A https://us02web.zoom.us/j/81179393549 Meeting ID: 81179393549 (The conference will start in this room) Room 2 - Stream B https://us02web.zoom.us/j/81461626274 Meeting ID: 814 6162 6274
	Stream A: Mixed Methods Chair: Regina Lenart-Gansiniec Room 1
	Stream B: Key Issues in Research Methodology Chair: Terri Carmichael Room 2
10:10	Mixed Methods Approach for Teaching Students in Business Studies: Alrosa Case Ekaterina Mochalina , O. Tatarnikov and Galina Ivankova , Plekhanov Russian University of Economics and S. Smirnov , St Petersburg State University, Russia
10:30	Using Mixed Methods to Evaluate the Role and Contribution of Disciplined Innovation Processes (DIPs) Saad Ahmed and Anthony Paul Buckley , Technological University Dublin, Ireland
11:50	Sequential Mixed Methods Research: Non-Compliance in Apprentice Pay With Owls Hilary Drew and Felix Ritchie , The University of the West of England, Bristol, UK
11:10	An Exploratory Sequential Mixed Methods Design to Determine user-preferred app Features Andrea Potgieter , and Christopher William Rensleigh , University of Johannesburg, South Africa
11:30	Using Sequential Mixed Methods to Evaluate the Contribution of Absorptive Capacity (ACAP) Francis Behan and Anthony Paul Buckley Technological University Dublin, Ireland
11:50	Innovation and Intellectual Property Management in Portuguese and Spanish Hospitals through a Mixed Methodological Approach Daniel Ferreira Polónia and Adriana Gradim , University of Aveiro, Portugal
12:10	<i>Lunch Break</i>
13:00	<i>Knowledge Café led by Prof Dan Remenyi</i>
	Stream A: Education Chair: Hilary Drew Room: 1
	Stream B: Lean and Systematic Reviews Chair: Jouni Lyly-Yrjänäinen Room: 2
14:00	'Templates' for Creative Imagination in Management Education: Inspiration from Chartres Cathedral Clare Hindley , IUBH University of Applied Sciences, Bad Honnef and Stefan Sonnenburg , ICN Business School, Berlin, Germany
14:20	An Innovative Student Research Project on Fair Work in the South African Gig Economy Marita Turpin , University of Pretoria and Jean-Paul Van Belle , University of Cape Town, South Africa
14:40	Evaluation of Student Learning on Undergraduate Business and Management Courses: Student Feedback Ann Brown and Martin Rich , City Business School, University of London, UK
15:00	The Navigational Challenges of a Blended Learning Approach to Teaching Research Methods Aron Truss and Valerie Anderson , University of Portsmouth, UK
15:20	Pivoting a Business and Public Administration Research: Identifying, Interrogating, and Integrating key Attributes and Variables Kambidima Wotela , WITS School of Governance, Johannesburg, South Africa
15:40	<i>Break</i>
	<i>Break</i>
	Stream A: Qualitative Research Chair: Julie Béliveau Room: 1
16:00	Theory Development in Deductive Qualitative Research 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
16:40	Postgraduate Student Semantics and Methodological Contradictions Teresa Carmichael , University of the Witwatersrand, Johannesburg, South Africa
17:00	Networking in Small Groups for Future Collaboration
17:30	<i>Close of Conference Day</i>

	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		
	<i>Conference Splits into streams</i>	
	Stream A: Country Specific Examples Chair: Noel Pearse Room: 1	Stream B: PhD and Masters Colloquium followed by the Poster Session Chair: Manuel Au-Yong Oliveira Room 2 (10 Minute presentations with time for discussion and feedback)
10:00	Reinforcing Demographic Policy: A Mixed-methods Research on Russian Women's Work-Family Balance Strategies Natalia Blednova and Anna Bagirova , Ural Federal University named after the first President of Russia B.N. Yeltsin, Ekaterinburg, Russia	<p style="text-align: center;">PHD AND MASTERS COLLOQUIUM (10 minute presentations with time for discussion and feedback)</p> <p style="text-align: center;">Using firm-level data from Various Sources: Researching Start-ups in Ireland Thi Ngoc Dao and Clare O'Mahony, Technological University Dublin, Ireland</p> <p style="text-align: center;">Decision-making in English Clinical Commissioning Groups: A Mixed Methods Study Mpumelelo Sibanda, Richard Breese and Ilfryn Price, Sheffield Hallam University, UK</p> <p style="text-align: center;">Development of Boundary Object Supported Method to Study Children's Healthcare Customer Journeys Lauri Litovuo, Tampere University, Finland</p> <p style="text-align: center;">Literature Review: A Technique for Conceptualising Management research in South Africa Basia Dennis Bless, Wits University, Johannesburg, South Africa</p> <p style="text-align: center;">Variables Impacting Employees of Insurance Companies in Achieving Learning Outcomes Competency Brought by Regulatory Changes Matsobane Jay Malatji and Lindiwe Mhakamuni Khoza, Stellenbosch University, South Africa</p>
10:20	The Potential and Strategic Analysis of Thai Golden Nam Doc Mai Mango for the Japanese Export Market Kesinee Muenthaisong , Saranya Raksong , and Eakapoom Wongsahai , Mahasarakham University, Thailand	
10:40	Do Management Practices Matters in Sustainable SMEs? A Conceptual Study from a Developing Country Perspective John Amoah , Zdenko Metzker , Khurram Ajaz Khan and Abdul Bashiru , Tomas Bata University, Zlin, Czech Republic	
11:00	Decision Support Systems (DSS) and Management Information Systems (MIS) in today's Organizations Souad Demigha , CRI Univ of Paris1 Sorbonne, France	
11:20	Methodological Approach for the Conceptualization of an Information System for Accessible Tourism Pedro Teixeira , Joana Alves , Leonor Teixeira and Maria Eusébio , University of Aveiro, Portugal	
11:40	Let the data predict market risk: A machine learning approach Syeda Rabab , Lahore School of Economics, Pakistan (Presentation only)	
12:00	<i>Lunch Break</i>	<i>Lunch Break</i>
	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 , Wrocław 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 Award to the winner of the Best PhD Paper	
14:30	<i>Close of Conference</i>	<i>Close of Conference</i>