

ECRM 2024

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Mini Track on Mixed Methods for Research

Mini Track Chairs: Anabela Mesquita and Adriana José de Oliveira, ISCAP-IPP, Portugal



Whilst it is easy to give mixed methods research a simple definition of any research which combined both quantitative and qualitative research principles it is a methodology which can be hard to fully understand and implement.

The use of Mixed Methods research has only continued to increase and build momentum over the last decade. This has led to ever increasing interest by both experienced and early career researchers undertaking this research technique. Despite this, there remain sceptics of mixed methods and others who do not really

understand, or misinterpret what mixed methods really means. This mini track is interested in papers that address the topic from different perspectives.

Suggested topics include but are not limited to:

- The nature of mixed method research
- How to collect mixed method data
- Why use a mixed method approach to data collection
- Analysing and interpreting data in mixed method research
- The various models of mixed method research



Anabela Mesquita has a PhD in Technologies and Information Systems, she is a Professor at the ISCAP / IPP since 1990 where she was the Vice Dean between 2007 - 2018. Anabela is involved in many European and National research projects both as a researcher and as a coordinator. She has published numerous papers in various international journals and conference proceedings. Anabela is an Associate Editor of the Information Resources Management Journal and co-Editor-in-Chief of the International Journal of Technology and Human Interaction and Associate Editor of Helyion. Evaluator and reviewer for Erasmus+ National Agency and European Commission projects. She has been teaching research methodologies (undergraduate and master level) for the last 15 years.



Adriana José de Oliveira has a PhD in Communication Sciences. higher education teacher. She is a researcher at Centre for Organizational and Social Studies of Polytechnic of Porto – in the areas of organizational communication, social media, digital communication, and technology as the basis for the research of digital transformation and tourism. Participates in national and international projects. In addition to higher education teaching, focused on professional qualifications, non-formal qualifications and consulting activities.

Submission details

In the first instance a 300 word abstract is required, to be received by **5th January 2024**. Submissions must be made using the online submission form at: <http://www.academic-conferences.org/conferences/ecrm/ecrm-abstract-submission/>

If you have any questions about this track please email the mini track chairs: sarmiento@iscap.ipp.pt and aoliveira@iscap.ipp.pt

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