

ECRM 2022

21st European Conference on Research Methodology for Business and Management Studies

2 - 3 June 2022, Aveiro, Portugal

Mini Track on the Presentation of Qualitative Methodology Results

Mini Track Chair: Professor Asta Valackienė, Mykolas Romeris University, Vilnius, Lithuania



Research is conducted in the hope of gaining new knowledge that will encourage public interest and will provide guidance to practitioners to see the benefits of using the results of the research. Therefore, the ability to provide the results of qualitative studies such as micro-level interaction/analysis and present them to practitioners in a manner that stimulates scientific debate is important. Furthermore, the field of

qualitative research opens up a wide range of opportunities for the analysis of social phenomena and raises questions not only “how much”, but also “why” and “how” changes are taking place in business and individual organisations? These issues should be discussed not only at a quantitative (statistical analysis) level, but also at qualitative level (efficiency, inclusion, action reflexing). Issues such as the analytical objectives; types of research questions; data collection Instruments; sampling, etc. could be analysed.

Topics of interest include, but are not limited to:

- How to encourage researchers to share their reflections/good practices
- Collaboration in joint research studies and projects
- How to deliver/communicate the results to society more effectively
- The impact of an inclusive society: Building on scientific literacy in the analysis of social phenomena, leading towards a scientifically responsible society
- How to involve/activate society in applied research to improve the business environment
- The impact of well-presented qualitative research results for organisations and individuals.
- Employee engagement in change management processes (discussion on Case studies, Narratives; Focus groups, action research etc.)



Asta Valackienė is a professor at the Mykolas Romeris University, Faculty of Public Governance and Business, Vilnius. She gained her PhD in Social Sciences (Sociology) in 2001. Her research interests include Methodology of Science and Research, Responsible Research and Innovation. Asta is a Member of Management Committee of COST ACTION 17127 Programme as National representative from Lithuania. A Member of UNESCO Unitwin Network Baltic and Black Seas

Circle Consortium in Education Research (BCCC) Association. She has authored numerous Research Studies, Books, Handbooks and has published over 80 scientific papers.

Submission Details

In the first instance a 300-350 word abstract is required, to be received by the **10th November 2021**.

Submissions must be made using the online submission form at: <https://www.academic-conferences.org/conferences/ecrm/ecrm-abstract-submission/>

If you have any questions about this track please email the mini track chair: avala@mruin.eu

See more about ECRM 2022 at <https://www.academic-conferences.org/conferences/ecrm/>