

Proceedings of the

**21st European Conference on Research
Methodology for Business
and Management Studies
ECRM 2022**

A Conference

Hosted By

**University of Aveiro
Portugal
2-3 June 2022**

Copyright the authors, 2021. All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

Review Process

Papers submitted to this conference have been double-blind peer reviewed before final acceptance to the conference. Initially, abstracts were reviewed for relevance and accessibility and successful authors were invited to submit full papers. Many thanks to the reviewers who helped ensure the quality of all the submissions.

Ethics and Publication Malpractice Policy

ACIL adheres to a strict ethics and publication malpractice policy for all publications – details of which can be found here:

<http://www.academic-conferences.org/policies/ethics-policy-for-publishing-in-the-conference-proceedings-of-academic-conferences-and-publishing-international-limited/>

Self-Archiving and Paper Repositories

We actively encourage authors of papers in ACIL conference proceedings and journals to upload their published papers to university repositories and research bodies such as ResearchGate and Academic.edu. Full reference to the original publication should be provided.

Conference Proceedings

The Conference Proceedings is a book published with an ISBN and ISSN. The proceedings have been submitted to a number of accreditation, citation and indexing bodies including Thomson ISI Web of Science and Elsevier Scopus.

Author affiliation details in these proceedings have been reproduced as supplied by the authors themselves.

The Electronic version of the Conference Proceedings is available to download from <https://papers.academic-conferences.org/>

The Conference Proceedings for this year and previous years can be purchased from <http://academic-bookshop.com>

E-Book ISBN: 978-1-914587-37-5

E-Book ISSN: 2049-0976

Book version ISBN: 978-1-914587-36-8

Book Version ISSN: 2049-0968

Published by Academic Conferences International Limited

Reading, UK

+44-118-972-4148

www.academic-conferences.org

info@academic-conferences.org

Contents

Paper Title	Author(s)	Page No
Preface		v
Committee		vi
Biographies		vii
Keynote Outlines		
Research papers		
Seeking Differentiated Instruction in Higher Education: An Analysis of the Literature	Manuel Au-Yong-Oliveira, Cicero Eduardo Walter and Andrea Mangiatordi	1
Parental Leave as a Potential Demographic Policy Instrument in Russia: Mixed-Methods Research	Anna Bagirova and Natalia Blednova	11
The Relationship of the Change Context with the Resilience of Hotels: Proposal for a Research Framework on Hotels During the Covid-19 Crisis	Dimitrios Belias and Nikolaos Trihas	22
Wine Tourism Market Research: Bringing the Psychophysiology lab to the Field	Pedro Bem-Haja, Isabel M. Santos, Diana Cunha and Elisabeth Kastenholz	31
A Psychoanalytical Approach to Management Research: The Psychoanalytical Problem, its Resolution, and Derivate Research Method	Evandro Bocatto and Eloisa Perez-de-Toledo	38
KPI for the Evaluation of Growth Scenarios for the Strategic Organizational Development	Felix Budde, Ronald Orth and Lars Förster	46
Technology Audit: Procedure for the Assessment of the Technological Maturity of Applied R&D Organizations	Fabian Hecklau, Florian Kidschun and Holger Kohl	56
Methodological Procedure for the Development of a Qualitative and Quantitative Evaluation Concept for Project Benefit Assessment	Gamze Gül Hizal and Holger Kohl	66
Content Analysis or Thematic Analysis: Similarities, Differences and Applications in Qualitative Research	Niklas Humble and Peter Mozelius	76
Understanding Lived Experiences Through Inclusive lens of Interpretative Phenomenological Analysis (IPA) and Narrative Analysis (NA)	Anna B. Kimberley	82
Developing a Framework of Information Governance Addressing Online Health Information Quality	Caihua Liu, Guochao Peng and Shufeng Kong	91
Collecting data Online from Young Students During a Pandemic: Reflections	Margaret Mangion	103
Measuring Political Trust: Recognising the Drivers of Trust in Public Institutions	Marie-Louise Mangion and George Frendo	111

Paper Title	Author(s)	Page No
Transdisciplinary Approach in Studying Organisational Transformations: A case study in Evolution of Military Enterprises	Juha Kai Mattila	122
Brand Awareness and Promotion in Social Networks Based on the Example of a Lithuanian Supermarket Chain	Ieva Meidute-Kavaliauskiene and Renata Činčikaitė	132
The Challenges of Writing an Effective Literature Review for Students and new Researchers of Business	Anthony Mitchell and Martin Rich	141
Trait Emotional Intelligence & Leadership: A Study of Managers and Employees	Angelos Ntalakos, Ioannis Rossidis and Dimitrios Belias	149
The External Factors Leading to Product Innovation Outcomes in the Visegrad Group: Structural Equation Model Approach	Michael Amponsah Odei and Petr Novak	157
The “Conceptual Framework” as a Threshold Concept for Investigating Processes in Leadership Research	Noel Pearse	163
Caught in a net: Opportunities and Challenges of a Netnographic Study	Madeleine Stevens and Terri McGarry	171
Wrapping up a Business and Public Administration Research Report	Kambidima Wotela	179
PHD papers		190
Deriving a Theoretical Framework for Interpreting Management Research Results in South Africa	Basia Dennis Bless	191
Using Mixed-Method Technique to Investigate Role of Local Governments in City Branding	Simangaliso Bayabonga Zulu and Maxwell Phiri	199
Work In Progress Papers		208
The Evidence of case study Research in Business Management: Definitions and Guidelines for Empirical Analyses	Marcos Ferasso and Cícero Eduardo Walter	209
Antecedents of Crowdsourcing in Science: Scale Development and Initial Testing	Regina Lenart-Gansiniec	213
Prisma Guidelines for Systematic and Scoping Reviews: Cultural Mapping of Creative Industries	Luana Santos, Ana Luísa Sousa and Luís Teixeira	216
Late Submission		220
Q-sort Methodology: The Systematic Study of Participant Viewpoints in Social Research	Rosa Rodrigues, Paula Lopes and Miguel Varela	221

Preface

These proceedings represent the work of contributors to the 21st European Conference on Research Methodology (ECRM 2022), hosted by University of Aveiro, Portugal on 2-3 June 2022. The Conference Co-chairs are Dr. Manuel Au-Yong-Oliveira and Professor Carlos Costa, both from University of Aveiro, Portugal.

ECRM is a well-established event on the academic research calendar and now in its 21st year the key aim remains the opportunity for participants to share ideas and meet. The conference was due to be solely held at University of Aveiro, Portugal, but due to the global Covid-19 pandemic it was moved online also, to be held as a hybrid event. The scope of papers will ensure an interesting conference. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research.

The opening keynote presentation is given by Dr José Martins, a Senior Researcher at AquaValor – Centro de Valorização e Transferência de Tecnologia da Água, with the title of, *The use of Mixed Methodologies as a Path to Study ICT Adoption and Continuous use*. The second day of the conference will open with an address by Dr Zélia Breda and Dr Filipa Brandão both from University of Aveiro on the subject, *Sociometric Analysis in the Study of innovation in Hospitality and Tourism*.

With an initial submission of 76 abstracts, after the double blind, peer review process there are 22 Academic research papers, 1 PhD research papers and 3 work-in-progress papers published in these Conference Proceedings. These papers represent research from Bahrain, Canada, China, Czech Republic, Finland, Germany, Greece, Lithuania, Malta, Poland, Portugal, Russia, South Africa, Sweden, the United Kingdom, and the USA

We hope you enjoy the conference.

Dr. Manuel Au-Yong-Oliveira & Professor Carlos Costa
University of Aveiro
Portugal
June 2022

ECRM Conference Committee

Ass. Prof. Dr. Hamimah Adnan, Universiti Teknologi MARA, Malaysia; Prof Hafiz Imtiaz Ahmad, Higeher Colleges of Technology, United Arab Emirates; Assc Khalda Ali, Princes Noura University, KSA; Suzanne Amaro, Polytechnic Institute of Viseu, Portugal; Prof. Dra. Marina Godinho Antunes, ISCAL - Instituto Superior de Contabilidade e Administração de Lisboa, Portugal; Dr. Andrew Armitage, Anglia Ruskin University, UK; Prof Lina Artemenko, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Ukraine; Dr. Manuel Au-Yong-Oliveira, GOVCOPP, Dept of Economics, Management, Industrial Engineering & Tourism, University of Aveiro., Portugal; Joseph Azzopardi, University of Malta, Malta; Dr Vicki Baard, Macquarie University,, Australia; Dr. Joan Ballantine, University of Ulster, UK; Ass. Prof. David Bednall, Deakin University, Australia; Dr. Frank Bezzina, University of Malta, Malta; Dr. Milena Bobeva, Bournemouth University, UK; Prof Catarina Brandão, University of Porto, Portugal; Dr Zélia Breda, University of Aveiro, Portugal; Dr. Ann Brown, CASS Business School, UK; Cathal Brugha, University College Dublin, Ireland; Dr. Acma Bulent, Anadolu University, Eskisehir, Turkey; Samantha Burns, University of Toronto, Canada; Prof Maria Serena Chiucchi, Università Politecnica delle Marche, Italy; Dr. Murray Clark, Sheffield Business School, UK; Ken D'Silva, London South Bank University, UK; Dr Farshid Danesh, Regional Center for Science and Technology, Iran; Ben Kei Daniel, University of Otago, , New Zealand; Fariba Darabi, Sheffield Hallam University, UK; Geoffrey Darnton, University of Warwick, UK; Prof Dharmakeerthi Dharmakeerthi Sri Ranjan, Sri Palee Campus, University of Colombo., Sri Lanka; Dr Hilary Drew, University of the West of England, UK; Assc Prof John Dumay, Macquarie University, Australia; Dr. Jose Esteves, IE Business School, Madrid, Spain; Dr. Paula Fernández González, University of Oviedo, Spain; Dr Diana Florea, Lucian Blaga University of Sibiu, Romania; Prof. Balan George, German-Romanian University, Romania; Dr Aaron Glassman, Embry-Riddle Aeronautical University, USA; Gerald Goh, Multimedia University, Melaka, Malaysia; Dr S. Mahdi Golestan H., Iranian Research Institute for Crenovatology, Iran; Dr. Karuna Gomanee, Regents College, UK; Prof Tadeusz A. Grzeszczyk, Faculty of Management, Warsaw University of Technology, Poland; Dr Zuwati Hasim, University of Malaya, Malaysia; Prof. Clare Hindley, International University Bad Honnef -Bonn,, Germany; Dr Saadia Irfan, National University of Sciences and Technology, Pakistan; Assoc Prof Ben Kei Daniel, University of Otago, New Zealand; Dr Derk Jan Kiewiet, Windesheim University of Applied Sciences, Netherlands; Cyril Kirwan, Cyril Kirwan Associates, Dublin, Ireland; Dr. Deborah Knowles, University of Westminster, London, UK; Prof Jesuk Ko, Universidad Mayor de San Andres, Bolivia; Prof. Mortaza Kokabi, Shaheed Chamran, Iran; Dr BELAGRAA Larbi, Department of civil engineering, Faculty of technology, Med Boudiaf University, Algérie; Dr Regina Lenart-Gansiniec, Jagiellonian University, Poland; Prof Antonio Lucadamo, University of Sannio, Italy; Dr. Maria Cristina M. De los Santos, Kyungdong University-Global Campus, South Korea; Public Health Lecturer Diana Maddah, Modern University for Business and Science, Lebanon; Dr Agnieszka Malkowska, Faculty of Management and Economics of Services of the University of Szczecin, Poland; Prof Michela Marchiori, Univ Rome TRE, Italy; Prof. Nico Martins, University of South Africa, South Africa; Dr Andrei Maxim, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University of Iasi, Romania; Mr Mohd Shamsuri Md Saad, Universiti Teknikal Malaysia Melaka, Malaysia; Anabela Mesquita, Instituto Politécnico do Porto, Portugal; Dr Mohammed Messaoudi, University of Eloued, Algeria; Prof Fernando Moreira, Universidade Portucalense, Porto, Portugal; Prof Dr Pedro Mucharreira, Universidade de Lisboa, ISCE - Instituto Superior de Ciências Educativas, Portugal; Dr Graham Myers, Durban

University of Technology, South Africa; Dr Asoke Nath, St Xaviers College(Autonomous), 30 Park Street, Kolkata-700016, India; Dr Madeleine Ogilvie, Edith Cowan University, Perth, Australia; Ass Prof Dr Abdelnaser Omran, School of Economics, Finance and Banking, Universiti Utara Malaysia, Malaysia; Dr H.B. Patel, Grow More College of Education, India; Dr Noel Pearce, Rhodes University, Grahamstown, South Africa; Dr Parichat Phumkhachorn, Ubon Ratchathani University, Thailand; Prof Rui da Assunção Pimenta, Politécnico do Porto, Portugal; Dr Iwona Pisz, Opole University, Poland; Ganesh Prabhu, Indian Institute of Management at Bangalore, India; Prof Thurasamy Ramayah, Universiti Sains Malaysia, Malaysia; Dr Isabel Ramos, Minho University, Portugal; Karsten Boye Rasmussen, University of Southern Denmark, Odense, Denmark; Dr Marcin Relich, University of Zielona Gora, Poland; Theo Renkema, Rabobank Nederland, The Netherlands; Martin Rich, CASS Business School, UK; Dr José Carlos Rodríguez, Universidad Michoacana de San Nicolás de Hidalgo, Mexico; Dr Maria Ryan, Edith Cowen University, Perth, Australia; Prof Agnieszka Rzepka, Lublin University of Technology, Poland; Mark Saunders, University of Surrey, UK; Prof Sandro Serpa, Department of Sociology , Portugal; Dr Armin Shams, Sharif University of Technology, Iran; Miles Shepherd, Bournemouth University Business School, UK; Prof Susana Silva, School of Hospitality and Tourism, Institute Polytechnic of Porto, Portugal; Dr Ardhendu Shekhar Singh, Symbiosis School of Banking and Finance, Symbiosis International (Deemed University), Pune, India; Dr Chandranshu Sinha, Amity Business School, Noida, India; Imelda Smit, North-West University, Vanderbijlpark, South Africa; Dr Zdenek Smutny, University of Economics, Prague, Czech Republic; Dr Shahryar Sorooshian, University of Gothenburg, Sweden; Prof Anthony Stacey, University of the Witwatersrand, Johannesburg, South Africa; Prof Jim Stewart, Coventry Business School , UK; Dr Hamed Taherdoost, Hamta Group | Business Development and Management Consultation, Canada; Prof Leonor Teixeira, University of Aveiro., Portugal; Assc Devaraja Thattekere Settygowda, University of Mysore , India; Dr SHASHANK TIWARI, J.P. COLLEGE OF PHARMACY, LUCKNOW,INDIA, INDIA; Dr Prof Asta Valackiene, Mykolas Romeris University. Vilnius, Lithuania; Dr Jocene Vallack, James Cook University. Townsville 4814, Australia; Dr Ana Vasconcelos, University of Sheffield, UK; Christine Welch, University of Portsmouth, UK; Asst Prof Nurul Mohammad Zayed, Daffodil International University, Bangladesh; Prof Dr. Muhamamd Zia-ur-Rehman, National Defence University, Pakistan.

Biographies

Conference and Programme Chairs



Professor Carlos Costa is a full professor and entrepreneur based at the University of Aveiro, Portugal. Carlos started out doing an undergraduate degree in regional and urban planning (University of Aveiro). This was followed by a specialization in tourism, at the master's and doctoral level, at the University of Surrey, in the UK. Carlos is now Head of Department, at DEGEIT – the largest department of the University of Aveiro. With publications at the highest level, Carlos also enjoys writing down-to-earth articles for the media and for the general public. As the Director of the PhD in Marketing and Strategy, as well as of the PhD in Tourism, both at the University of Aveiro, Carlos is an inspiration to colleagues and students alike – to perform beyond their dreams and achieve new entrepreneurial heights, whatever the domain may be.



Dr. Manuel Au-Yong Oliveira is an Assistant Professor at the University of Aveiro (Department of Economics, Management, Industrial Engineering and Tourism – DEGEIT), in Portugal, where he lectures at the undergraduate, master's and doctoral levels on marketing, strategy, innovation, technology and on research methods. Manuel did an MBA at Cardiff Business School, in Wales (1992-1993) and has a Ph.D in Industrial Engineering and Management (FEUP), for which he was awarded a distinction for his thesis on innovation. Manuel has ten years of work experience with multinational corporations as well as a varied experience working with smaller more entrepreneurial enterprises. At present, Manuel is the Director of the Master's Degree in Management at the University of Aveiro. Manuel is also a member of the Executive Committee of his department - DEGEIT - University of Aveiro. Manuel has a passion for teaching and education.

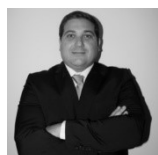
Keynote Speakers



Filipa Brandão holds a PhD in Tourism and a Master's degree in Tourism Management and Development from the University of Aveiro. She is Assistant Professor at the Department of Economics, Management, Industrial Engineering and Tourism of the University of Aveiro, where she teaches various courses at the undergraduate, master's and doctoral levels and is Vice Director of the Master in Tourism Management and Planning. She is a full researcher at GOVCOPP - Research Unit in Governance, Competitiveness and Public Policy - University of Aveiro and Associate Editor of the Journal of Tourism & Development (SCOPUS). Filipa is the author of books, book chapters and articles published in international journals. She has integrated several research and consultancy projects in Tourism and Leisure innovation and has organized national and international scientific events. Her research interests and scientific production focus on innovation in tourism, regional development, tourism networks, social network analysis, planning and management of tourist destinations, and urban tourism.



Zélia Breda Assistant Professor and Director of MA in Tourism Management and Planning, University of Aveiro. Member of Research Unit Governance, Competitiveness and Public Policies (GOVCOPP); founding member/vice-president of Observatory of China and Portuguese Institute of Sinology. Authored/co-authored national/international papers/communications on tourism development, networks, tourism in China and Goa (India), gender and tourism, and internationalisation of tourism economy.



José Martins is currently a Senior Researcher at AquaValor – Centro de Valorização e Transferência de Tecnologia da Água, Invited Assistant Professor at the Polytechnic Institute of Bragança and External Researcher at INESC TEC Research Center. He has published over 90 articles in indexed journals and event proceedings focusing on the Information Systems, Management Information Systems, Software Engineering and Human-Computer Interaction topics. Currently he is the supervisor of several Master Degree dissertations and PhD theses. During his research career, he has participated in several research projects and is currently a member of various research projects aimed at merging information systems and technologies with other fields of study. Throughout his professional career José has also worked as an information systems and technology senior consultant where he directly participated in several international projects. At the present time José Martins dedicates most of his time to his lectures and to his research activities where he tries to, not only develop innovative digital solutions focused on the use of natural mineral water as a health and wellness trigger, but also to understand the factors and (in)direct

impacts of ICT adoption at the individual and firm levels, and how IS solutions can be idealized, specified and developed in order to fully address their audience's needs and requirements.

Mini Track Chairs



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 (BBCC) Association. She has authored numerous Research Studies, Books, Handbooks and has published over 80 scientific papers.



Hamed Taherdoost. Ph.D. is a senior member of the IEEE, IASED & IEDRC, working group member of IFIP TC 11, professional member of IFERP, and member of ACT-IAC and CSIAC, and many other professional bodies. He has authored over 130 scientific articles in authentic journals and conferences, seven book chapters, and six books in the fields of technology and research methodology. He is the editorial, reviewer, and advisory board member of some authentic peer-reviewed journals publishing with Taylor & Francis, Elsevier, Inderscience, MDPI, EAI, & IGI Publishing, and has served as an editor of book & proceedings for prestigious publishers. He has been a Technical Program Committee, Scientific Committee, and Organizing Committee of many international conferences.

Biographies of Contributing Authors

Susana Aldeia is a full-time Assistant Professor at the ISAG/EBS European Business School. She holds a Phd in Taxation and a DEA from the Vigo University (Spain) in Tax Law; a postgraduation in Taxation from the IPCA and a degree in Accounting, also from the IPCA.

Anna Bagirova is a professor of economics and sociology at Ural Federal University (Russia). She explores issues of labour economics and sociology of labour. Her research interests include also demographical processes and their determinants. She is a doctoral supervisor and a member of International Sociological Association.

Dimitrios Belias; Assistant Professor at Department of Business Administration, University of Thessaly, Greece. Also a Postdoctoral Research Fellow at Department of Business Administration and Tourism, Hellenic Mediterranean University, Greece. Main research interests: are in the areas of Management, Human Resource Management, Organizational Behavior, Tourism Business Administration, Educational Management, Service Quality and Tourism and Hospitality Management.

Pedro Bem-Haja. PhD in Psychology (University of Aveiro) and researcher at CINTESIS at the same university. His research preferences are divided into two major areas. The area of research methodology, impact assessment and Statistics, and the area of central and peripheral measures of the nervous system, with studies in the Health settings, Educational, Forensics and Labour.

Basia Dennis Bless is a PhD candidate and research supervisor in the Wits Graduate School of Governance. As a supervisor, he observed that postgraduate students struggle to effectively conduct and use literature review. Therefore, this publication provides insights on how to effectively use literature review as a research method.

Evandro Bocatto BSc. in Psychology (PUCC) and MSc. in Business Administration (EAESP/FGV), Brazil. Master of Research and Ph.D. in Management Sciences (ESADE), Spain. Associate Professor at MacEwan University, Edmonton, Canada. Has published at International Journal of Sociology and Social Policy, The Electronic Journal of Knowledge Management, International Journal of Business and Economic Development.

Felix Budde, M. Sc., studied mechanical engineering and industrial management at the University of Bremen and started working in applied research at Fraunhofer IPK in Berlin in 2021. There he is involved in national and international research and consulting projects in the field of strategic as well as sustainability management of organizations and innovation institutions.

Renata Činčikaitė is a senior Researcher of Logistics and Defense Technology Management Research Group at General Jonas Žemaitis military academy of Lithuania and Associate professor at Vilnius Gediminas technical university. Her research interests are related to sustainable urban development, sustainable transport development, social security, formation and evaluation of strategic decisions.

Fabian Hecklau, M. Sc., studied industrial engineering (Otto-von-Guericke University Magdeburg) and started working in applied research (Fraunhofer IFF in Magdeburg). Since 2015, works for Fraunhofer IPK (Berlin) Involved in international research and consulting projects in the strategic management of organizations and innovation institutions. Head of the Competence Center Innovation Systems & Structures at Fraunhofer IPK since 2020.

Gamze Gül Hizal: Studied Industrial Engineering/Management (Technical University, Berlin) Working for Fraunhofer IPK (Berlin) since 2020, in national and international research and consulting projects in sustainable manufacturing, blended learning and strategic management. Experiences in developing KPI Management Systems and Assessment concepts, Quality Management tools/methods and Project Management. National and International Working Experience, especially in the aviation industry

Niklas Humble is a PhD student at the Department of Computer and System Science at the Mid Sweden University in Östersund, Sweden. Research interests include Programming education, Design science, AI, Learning analytics, and Game-based learning.

Ali M. A. Kamali, from Bahrain, a professional and researcher in various business fields, including project management, IT & IS, and supply chain management. I am a results-oriented, high-energy person with 25 years of hands-on experience. I could achieve my objectives by focusing on results at the intersection of technology and business.

Anna B. Kimberley is a senior lecturer in Human Resource Management, Business Communication and International Business. Researcher and published author, with particular interest in qualitative research methodology within social sciences and education (Narrative Analysis, Phenomenological Interpretative Analysis. Her research areas combine cultural diversity, cross-cultural communication, identity studies, and sensemaking.

Regina Lenart-Gansiniec , Associate Professor at Jagiellonian University in Krakow. As a scientist, she conducts research within strategic management, focused on organizational learning and knowledge management, crowdsourcing and organizational unlearning. Reviewer and member of the Editorial Board of many recognized scientific journals and scientific conferences in Poland and in the world (Scopus, Web of Science).

Susana Cristina Henriques Leal is Assistant Professor in Polytechnic Institute of Santarém. She holds a PhD in Management from University of Coimbra (2013), under the topic of Organizational Behavior and Corporate Social Responsibility, and a Master in Statistics and Information Management from Nova University Lisbon. She has a degree in Management. She conducts research activities on Sustainability, Corporate Social Responsibility, Ethics, Leadership, Organizational Commitment, Psychological Capital, Individual Performance, Quality of Life at Work, and on Social Economy topics. She lectures in undergraduate, postgraduate and master courses of Management and is currently full

member of the Life Quality Research Center at Polytechnic Institute of Santarém. Currently, she is integrated as researcher in one financed research project.

Caihua Liu is a Post-Doctoral Researcher and Associate Research Fellow at the School of Information Management, Sun Yat-Sen University. She received her master and doctoral degrees in Information Systems from Hong Kong Baptist University and University of Technology Sydney, respectively. Her current research interests include data and information quality, information governance, digital transformation, and smart healthcare.

Paula Lopes, has a PHD in Communication and Advertising, is a full Professor at ISG and Lusofona University. Has been Course Coordinator since 2015. She's a researcher in CICANT - - Centre for Research in Applied Communication, Culture, and New Technologies, and the main research areas are Marketing, Brands, Social Networks and Advertising.

Jorge Lopes: Teaching Marketing and Communication since 1993. His main research drive is connected with the importance of cultural events in two major contexts: marketing and tourism. He is currently working at ISAG – European Business School. He has already published several papers related to the areas of Cultural Marketing, Tourism, Innovation and Knowledge Transfer and Entrepreneurial Intentions.

Margaret Mangion is a Senior Lecturer at The Edward de Bono Institute for Creative Thinking and Innovation and at the University of Malta. While actively working on research projects, Margaret is also involved in a number of outreach programmes engaging different sectors across society. Margaret also has experience on expert panels at policy making level.

Marie-Louise Mangion is a senior lecturer within the Department of Public Policy at the University of Malta. She received her PhD in 2011 from the University of Nottingham. She worked for twenty-one years with the public sector on research, policy and EU affairs. Her research interests include policy design, evidence-based policymaking, competitiveness, tourism policy.

Juha Kai Mattila is a freelance researcher and a postdoc at Aalto University, Helsinki, Finland. He received his D.Sc. (Tech) from Aalto University in 2020 and G.S. Officer (C4ISTAR) from National Defence University, Finland in 1993. He is consulting Armed Forces in their digitalization or digital transformations. His main research areas are organizational evolution, enterprise architecture, use of power in cyber domain, and digital transformations.

Terri McGarry is a business analyst working in the international freight forwarding industry. She has held senior HR positions in logistics and hospitality sectors in the UK and Germany. She received her master's degree in human resource management from Liverpool John Moores University in 2021. Her main research areas were in organisational behaviour and wellbeing.

Ieva Meidute-Kavaliauskienė is a head of the Research Group on Logistics and Defense Technology Management at General Jonas Žemaitis Military academy of Lithuania. Her research interests are related to logistics and supply chain management, formation and evaluation of strategic decisions, decision making. She is an author of more than 90 scientific publications indexed in Web of Science, Scopus, Ebsco, Emerald, and other databases, published several monographs and textbooks.

Anthony Mitchell. Currently Associate Editor, Electronic Journal of Research Methods (EJBRM) and Retired Professor of Operations Management, Ashridge Executive Education, Hult International Business School. Recently at Ashridge Business School - 1988 to 2016 and 2016 to 2021 Adjunct Professor. Previously at Gallaher Limited (1975 - 1988), Touche Ross & Company (1974 - 1975) and GEC-Marconi Co. Ltd. (1967 - 1973).

Olga Navickienė is associated professor of the Research Group on Logistics and Defense Technology Management at General Jonas Žemaitis Military Academy of Lithuania. Research interests are related to defining and analysing economic and social phenomena by applying different methods of mathematical statistics. Area of Expertise: Operations Research, Structural Equation Modelling, Statistical Analysis, Structured Judgement.

Angelos Ntalakos is a PhD Candidate at Department of Business Administration, University of Thessaly, Greece. His main research areas are leadership, organizational behaviour, management and group dynamics.

Michael Amponsah Odei, Research focuses in the areas of strategy, innovation and entrepreneurship. First, I am interested in how firms can access knowledge from their environment for instance from universities, customers, and competitors to acquire new ideas to create successful innovations. Lastly, I am interested in entrepreneurial activities of emerging and well-established firms, particularly in adopting new business models for successful innovation

Noel Pearse is the Research Co-ordinator in the Rhodes Business School, Rhodes University, South Africa. He lectures in Leadership, People Management, Strategy Implementation, Change Management and Research Design. His current research interest is in the application of qualitative research methods to analysing leadership and leadership development processes.

Martin Rich is Associate Dean for the Undergraduate Programme at Bayes Business School. He has over twenty years of experience in building innovative approaches to teaching and learning into an established business school. Martin's approach to learning places an emphasis on developing students' abilities as independent researchers. He is a regular ECRM participant.

Rosa Rodrigues. PhD in Management, specialization in Human Resources and Organizational Behavior from ISCTE-IUL. Professor at the Instituto Superior de Gestão – Economics & Business School where teaches in the Bachelor and Master degrees. Research areas include organizational behaviour, human resource management, work and organizational psychology, psychological evaluation, soft skills, and test construction and validation.

Luana Santos is a masters student associate in the Research Center for Science and Technology in the Arts (CITAR) and member of the project HAC4CG. She is currently doing a masters in Sound Design at the School of Arts, Universidade Católica Portuguesa. Her current practice and research interests lie in sound, technology and ecology.

Madeleine (Petzer) Stevens is a Senior Lecturer in Human Resource Management at Liverpool John Moores University, UK. She is a Fellow member of the Chartered Institute of Personnel and Development (FCIPD), Higher Education Academy (FHEA) and Paralegal Society (Specialist Employment Law). She is also a Chartered member of the British Psychological Society.

Aidas Vasilis Vasiliauskas is a professor of the Research Group on Logistics and Defense Technology Management at General Jonas Žemaitis Military Academy of Lithuania. His research interests are related to warehousing and transportation processes and supply chain management. He is an author of more than 40 scientific publications indexed in Web of Science, Scopus and other databases.

Ph.D. Student of Business and Economics at the University of Aveiro. Professor of Business and Management at the Federal Institute of Education, Science, and Technology of Piauí (Brazil). Member of the research unit Governance, Competitiveness, and Public Policy (GOVCOPP) as a doctoral student.

Kambidima Wotela is an Andrew W. Mellon Foundation Scholar and a William and Flora Hewlett Foundation Fellow. He studied demography and population studies for all his degrees. He teaches systems thinking, evaluation, as well as research and analytical methods at the WITS Graduate School of Governance. One of his current research stream is on approaches to research supervision.

Simangaliso Bayabonga Zulu: Marketing Management PhD candidate and Research Assistant (School of Management, IT and Governance, University of KwaZulu Natal). Research focus is on brand management, consumer behaviour, tourism marketing, online marketing, and research methods. Also an adjunct lecturer at the same institution, supervising research projects for cohort of postgraduate diploma students in supply chain and marketing field.