

**Proceedings of the  
23<sup>rd</sup> European Conference on Research  
Methodology for Business and  
Management Studies  
ECRM 2024  
4-5 July 2024**

**Hosted By  
ISCAP, Porto, Portugal**

**Edited by  
Dr Ana Isabel Azevedo and  
Dr José Manuel Azevedo**

## **About the 23<sup>rd</sup> European Conference on Research Methodology in Business and Management, 2024**

The European Conference on Research Methodology in Business and Management (ECRM) is a long-standing academic conference, held annually for 23 years, dedicated to advancing the understanding and application of research methodologies in the fields of business and management. The conference provides a forum for scholars, researchers, and practitioners to share insights, explore new approaches, and discuss the challenges and innovations in research methods. ECRM is known for its rigorous peer-reviewed proceedings, ensuring that the research presented meets high academic standards. By covering a wide range of methodological issues and innovations, the conference plays a crucial role in shaping the future of research in business and management, promoting the development of robust and impactful research practices.

The Proceedings of the 23<sup>rd</sup> ECRM, 2024 includes academic research papers, a PhD research paper and a Masters research paper as well as a work-in-progress paper, which have been presented and discussed at the conference. The proceedings are of an academic level appropriate to a research audience including graduates, post-graduates, doctoral and post-doctoral researchers. All papers have been double-blind peer reviewed by members of the Review Committee.

### **Aims and Scope**

ECRM enhances the quality and rigor of research in business and management by focusing on the methodologies used in these fields. The conference encourages the development and dissemination of innovative research methods, promotes best practices, and fosters a deeper understanding of the theoretical and practical implications of research methodologies. It serves as a key platform for the exchange of ideas among academics, doctoral students, and practitioners who are engaged in the study of business and management.

The scope of the conference is broad, encompassing both qualitative and quantitative research methods, as well as mixed methods approaches. ECRM emphasises the importance of methodological rigor, the ethical considerations in research, and the application of appropriate techniques to address complex business and management problems.

### **Topics Covered**

The call for papers for the ECRM conference asked for contributions that considered the following topics. In addition, the committee welcomed papers on a number of specialist mini-tracks which can be seen at the end of this list.:

#### **Qualitative Research Methods**

- Case Study Research
- Ethnography and Grounded Theory
- Narrative and Discourse Analysis

#### **Quantitative Research Methods**

- Statistical Techniques and Data Analysis
- Survey Design and Implementation
- Experimental and Quasi-Experimental Designs

**Mixed Methods Research:**

- Integration of Qualitative and Quantitative Methods
- Triangulation Techniques

**Innovative and Emerging Research Methods:**

- Digital and Online Research Methods
- Machine Learning and AI in Research
- Visual Methods

**Philosophical and Theoretical Foundations:**

- Epistemology and Ontology in Research
- Theory Development and Conceptual Frameworks

**Ethics in Research:**

- Research Ethics and Integrity
- Ethical Challenges in Digital Research

**Practical Applications of Research Methods:**

- Action Research and Participatory Methods
- Consulting and Business Research
- Research in Emerging Economies

**Mini Tracks**

Experts in the field proposed mini tracks on the following topics. Papers accepted on these topics after the double-blind peer review process were presented as mini tracks at the conference and are also published in these proceedings.

- Mixed Methods for Research
- Quantitative Research Methods in Finance
- The use of AI in Research Contexts

Full details about the conference can be seen from the conference website:

<https://www.academic-conferences.org/conferences/ecrm/>

## ECRM Preface

These proceedings represent the work of contributors to the 23rd European Conference on Research Methodology (ECRM 2024), hosted by ISCAP in Porto, Portugal on 4-5 July 2024. The Conference Co-Chairs were Dr Ana Isabel Azevedo and Dr José Manuel Azevedo, both from ISCAP Portugal.

ECRM is a well-established event on the academic research calendar and now in its 23rd year it remains an opportunity for participants from around the world to share ideas and meet. The aims and scope of this conference are to bring together researchers from a range of disciplines and sectors to share expertise and novel approaches to research methodology in business and management. Papers focus either on creating and implementing innovative methodologies or highlighting interesting uses of methodologies in various areas of study in business and management.

The opening keynote presentation was given by Marta Agostinho, Executive Director of EU-LIFE with the title *Excellent Scientific Research: What Does it Mean and Why Should we Care About it?* On the second day, Professor Susanne Tietze from The University of Sheffield Hallam, UK gave a talk on the subject *Cross-Language Research Methods: Translation and Linguistic Reflexivity*.

With an initial submission of 90 abstracts, after the double blind, peer review process there are 30 Academic research papers, 1 PhD research paper, 1 Master's Research paper and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from India, Australia, Brazil, Canada, China, Czech Republic, Estonia, Germany, India, Ireland, Italy, Latvia, Morocco, Norway, Oman, Poland, Portugal, Slovakia, South Africa, Sweden, UK and the USA.

We would like to thank everyone who participated in this conference.

Dr Ana Isabel Azevedo and Dr José Manuel Azevedo  
ISCAP, Porto  
Portugal  
July 2024

## Biographies of Chairs and Keynote Speakers

### Conference and Programme Chairs



**Dr Ana Isabel Azevedo** has been a director of CEOS.PP since March 2023 and a member of its Directive Board for 4 years since its foundation in 2017. She holds a PhD in Information Systems and Technologies. She is a member of the Scientific Board of the Master in E-Business, a member of the Scientific Council, and senior lecturer at ISCAP. She is editor-in-chief of IJBIR; associate editor of IJTHI, IJDSST, and EJBIR; member of the Editorial Advisory Board of IJILT; member of the Editorial Review Board of IJGUC, EJEL, and Future Internet. She serves as chair for several conferences and as guest editor for several books and special issues in journals. Regularly publishes articles in journals, conferences, and other sources. Her research interest includes Business Intelligence, Analytics, Decision Support Systems, E-Business and Digital Transformation, and Research Methodologies.



**Dr José Manuel Azevedo** has been a Lecturer in the Mathematics Department of ISCAP/ Polytechnic Institute of Porto since 1998. He obtained his PhD in Education (Mathematics) at the University of Beira Interior, Covilhã, Portugal. He published several articles in conferences and journals. He is a member of the program committee of some conferences in his areas of research. In addition, he also serves as a reviewer for some conferences. He supervises master students in related areas of his research interests. Researcher at CEOS.PP Research Center. His research interests are Analytics, Mathematics Education, E-Assessment, Financial Mathematics, Financial Time Series, Data Mining and E-Learning.

### Keynote Speakers



**Marta Agostinho** is the Executive Director of EU-LIFE, an alliance of leading European research institutes in the life sciences that aims at promoting excellence in research and acting as a voice for research institutes in the European policy landscape. Her fields of action include science policy, research governance & culture, strategic science management and communication, outreach and public dialogue with science. She is also expert evaluator in EU programmes. As Executive Director of EU-LIFE, M. Agostinho oversees the implementation of the strategy of the alliance and leads the science policy area. She is currently based in Barcelona, Spain. Agostinho holds a PhD in Cell Biology (2007) and a post-graduation in Science Communication (2009). She has over 15 years' experience in knowledge mediation in international settings, after 10 years' experience of research in life sciences and 5 years as Invited lecturer in Genetic Engineering.



**Dr Susanne Tietze**, PhD, MA, MBA, efmd diploma (teaching) is (Emerita) Professor of Multilingual Management at Sheffield Hallam University, UK. She has a long-standing interest in sense-making and discursive approaches to understand workplace settings and these frameworks have been applied to workplace flexibility, organizational change, time and space management and leadership roles. Also, she has researched multilingual workplaces empirically, and has, more recently, addressed questions of methods and methodologies in cross-language research. She has been Principal Investigator of both ESRC (Economic and Social Research Council) and AHRC

(Arts and Humanities Research Council) grants about language/translation matters; and her most recent publications reflect her interest in cross-language research and translation.

### **Mini Track Chairs**



**Rui Bertuzi** holds a PhD in Business Sciences. He is a Senior Lecturer at Porto Accounting and Business School of the Polytechnic Institute of Porto (ISCAP-IPP) in the scientific area of Accounting. He is a researcher at the Centre for Organisational and Social Studies of the Polytechnic Institute of Porto (CEOS.PP). He is the Vice-Director of CEOS.PP.



**Isabel Cristina Lopes** has a degree in Mathematics, PhD in Industrial Engineering and a post-graduation in Statistics. She has a position at ISCAP - Polytechnic of Porto, lecturing Mathematics, Statistics and Operations Research. She is vice-director of the Centre for Organisational and Social Studies of P. Porto (CEOS.PP), and collaborator of LEMA-Mathematical Engineering Lab..



**Anabela Mesquita** has a PhD in Technologies and Information Systems and is a Professor at the ISCAP / IPP, Portugal 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.



**Adriana José de Oliveira** has a PhD in Communication Sciences. She is a researcher at Centre for Organizational and Social Studies of Polytechnic of Porto, Portugal in the areas of organizational communication, social media, digital communication, and technology as the basis for the research of digital transformation and tourism. She is involved in national and international projects.

## **ECRM Review Committee**

ECRM is fortunate to have a significant number of international experts in the field willing to review papers. Care is taken to ensure that a fully double-blind peer review process is followed, and reviewers are not selected if they have any research or organisational connection to the author/s.

*Dr. Hamimah Adnan, Universiti Teknologi MARA, Malaysia; Khalda Ali, Princes Noura University, KSA; Suzanne Amaro, Polytechnic Institute of Viseu, Portugal; Prof Marlene Amorim, Universidade de Aveiro, Portugal; 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; Dr Vicki Beard, Macquarie University, Australia; Dr. Joan Ballantine, University of Ulster, UK; Prof Dimitrios Belias, University of Thessaly, Greece; Dr. Frank Bezzina, University of Malta, Malta; 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 George Chiladze, University of Georgia, Georgia; Prof Maria Serena Chiucchi, Università Politecnica delle Marche, Italy; Dr Irene Ciccarino, BRU-ISCTE-IUL, Portugal; 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; Geoffrey Darnton, University of Warwick, UK; Dr Bablu Kumar Dhar, Mahidol University International College, Mahidol University, Thailand; 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; Dr Paulo Gonçalves, ISCAP, and CEOS Research Center, Polytechnic of Porto, Portugal; Prof Tadeusz A. Grzeszczyk, Faculty of Management, Warsaw University of Technology, Poland; Prof Derrouz Hatim, University of Ibn Tofail, Morocco; 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; 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; Regina Lenart-Gansiniec, Jagiellonian University, Poland; Prof Ana Lopes, ISCTE Business School, Portugal; 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; Dr Jose Alberto Martinez-Gonzalez, Universidad de la Laguna, Spain; Assc Ana Martins, University of KwaZulu-Natal, South Africa; Isabel Martins, University of KwaZulu-Natal, 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; Dr Mohsen*

*Mhadhbi, National Institute of Research and Physicochemical Analysis, Tunisia; 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; Ass Prof Dr Abdelnaser Omran, School of Economics, Finance and Banking, Universiti Utara Malaysia, Malaysia; Dr Noel Pearse, 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; 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; 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; 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; Shreya Talreja, Lucknow Model College of Pharmacy, India; Prof Leonor Teixeira, University of Aveiro., Portugal; Devaraja Thattekere Settygowda, University of Mysore, India; Dr Shashank Tiwari, J.P. College Of Pharmacy, Lucknow, India; Dr Prof Asta Valackiene, Mykolas Romeris University. Vilnius, Lithuania; Dr Jocene Vallack, James Cook University. Townsville, Australia; Dr Ana Vasconcelos, University of Sheffield, UK; Christine Welch, University of Portsmouth, UK; Asst Prof Nurul Mohammad Zayed, Daffodil International University, Bangladesh; Dr Scott Erickson, Ithaca College, USA; Dr Sandra Ferreira, Mathematics Department, University of Beira Interior, Portugal.*