

<p align="center">23rd European Conference on Research Methodology for Business and Management Studies (ECRM 2024) 4-5 July 2024 ISCAP, P.Porto, R. Jaime Lopes Amorim s/n Porto, Portugal Programme is in Portugal Summertime (GMT+1)</p>			
Wednesday 3rd July 2024			
18:00 Pre-conference Registration and Drinks Reception Axis Porto Business & Spa Hotel, Rua Maria Feliciana No 100, 4465-283 (Until 19:00)			
Thursday 4th July 2024			
08:30 Registration and Coffee Zoom Room Opens			
09:00 Room: Auditorium Welcome and Opening by Conference Co-Chairs, Ana Azevedo and José Azevedo, ISCAP, Porto, Portugal			
09:15 Keynote Address: Marta Agostinho, Executive Director of EU-LIFE Excellent Scientific Research: What Does it Mean and why Should we Care About it?			
10:00 <i>Conference Splits into Physical and Virtual Presentation Sessions</i>			
	Stream A: Teaching Research Methods Chair: Bingbing Ge Room: Main Auditorium	Stream B: Research Projects Chair: Line Kolas Room: 013-1	Stream V: Methodology Chair: Maria João Guedes ECRM Zoom Room & 013-2 VIRTUAL
10:20	Research Methods or Research Methodology: An Experiential Evaluation of Course Content in a Doctoral Research Methodology Course Cataldo Zuccaro , University of Quebec in Montreal, Montreal, Canada	A Landscape of Case-Based Research: Methodological Rigor in an Emerging Economy Context Paulo A. Cauchick-Miguel , Eloiza Kohlbeck , Universidade Federal de Santa Catarina (UFSC), Florianópolis, SC, Brazil, and Thayla Zomer , Fundação Dom Cabral, Brazil	Technological Trajectories of Bioenergy: an Integrated Framework Based on Topic Modeling and Main Path Analysis Xiao Li, Tianjin University, Tianjin, China
10:40	Effects of Action Learning Strategies and Reflection in Teaching Business Research Methods in Business and Management Education Ketty Grishikashvili , University of Hertfordshire, UK	Influence of Quality Education on FDI Inflows in Sub-Saharan Africa: A Theoretical and Empirical Research Aman Nthangu and Pumela Msweli , Graduate School of Business Leadership, University of South Africa, Midrand, South Africa	Experimental Designs in Management Studies for Bias Assessment: Setting and Stimulus Material Maria João Guedes , Ricardo Rodrigues and Luís Gouveia , ADVANCE, Research Center in Management - ISEG, Portugal
11:00	Creation of a corpus of video-recorded online business meetings: insights and challenges Gadelshina Gyuzel and Marc Owens , Northumbria University, Newcastle upon Tyne, UK	Making Sense of Legitimacy Across Universities: Ecocritical Ontological Perspective Pumela Msweli , GSBL - University of South Africa, Midrand Johannesburg, South Africa	Pragmatism as a Research Paradigm Mohamed Elgeddawy and Mahmoud Abouria Modern College of Business and Science, Muscat, Oman
11:20	Teaching Research in an Employability-Focused Undergraduate Curriculum Martin Rich , Bayes Business School, London, UK	Prefer Linear or Crooked? A Visual Representation Perspective Sakshi Aggarwal , Indian Institute of Management Amritsar, Amritsar, India	The Challenges of Health Units During COVID19: Qualitative Analysis In The Lens Of Dynamic Capacities Jorge Simões , Rúben Loureiro , Eunice R. Lopes and Ana Pacheco , Polytechnic Institute of Tomar, Portugal
11:40	Publishing in The Electronic Journal of Business Research Methods with Publisher Dan Remenyi and Associate Editor Martin Rich	Development of the Leadership Process Challenges Exploration Interview - ELid Catarina Brandão Faculty of Psychology and Education Sciences of the University of Porto, Portugal (Presentation Only)	Building Trustworthiness in Qualitative Research Using Constructivist Grounded Theory Method Hayley Pearson , Gordon Institute of Business Science, Johannesburg, South Africa and Fredrick Crous , University of Johannesburg, South Africa
12:00	<i>Lunch Break</i>	<i>Lunch Break</i>	<i>Lunch Break</i>
	Stream A: Mini-Track on Mixed Methods for Research Chair: Adriana José de Oliveira Room: Auditorium	Stream B: The 9th Innovation in Teaching of Research Methodology Excellence Awards Judges: Martin Rich & José Azevedo Room: 013-1	Stream V: Research Ideas Chair: Hayley Pearson ECRM Zoom Room & 013-2 VIRTUAL
13:00	Integrating Qualitative Content and Narrative Analysis: A Five-Step Guideline Sirja Sulakatko , Turku School of Economics at the University of Turku, Turku, Finland	13:00-13:15 Using Action Learning and Reflective Dires for Large PG Business Research Methods Classes in Management Education Ketty Grishikashvili , University of Hertfordshire, Business School, Hatfield, UK 13:20-13:35 How ChatGPT Became my Co-Lecturer Sophie Hieke , Munich Business School, Munich, Germany 13:40-13:55 Infographics as Research Tool - To Clarify Ideas for Categorization, Iterations, Reflections and as Interaction Tool Line Kolås , Oddlaug Marie Lindgaard and Ninni Anita Rotmo Olsen , Nord University, Oslo, Norway 14:00-14:15 Making Philosophy Relevant to Process and Practice: Exploring Rich Data through Assessment Journeys Stephen Linstead , University of York, UK 14:20-14:40 - <i>Refreshment Break</i>	Design Science for Networks Designing: A Service-Dominant Logic Approach Agostinho da Silva and António Cardoso , CISE - Electromechatronic Systems Research Centre, University of Beira Interior, Portugal Applicability of Both/and Thinking in International Sustainable Business Studies Juan Marcelo Gómez , Seneca Polytechnic, Toronto, Canada and Jane McKenzie , Henley Business School, UK
13:20	A Mixed Method Strategy for Small Samples in Ill-Structured Literature Irene Ciccarino , BRU-ISCTE-IUL, Lisbon, Portugal and Jorge da Silva , PUC-Rio (Pontifical Catholic University of Rio de Janeiro), Brasil		Data Scientist Knowledge and Skills Evaluation Towards a Data-driven Research Methodology Jing Lu , University of Winchester, Winchester, UK
13:40	The Modern Customer Research: A Mixed Methods Research Approach to Understanding Gen Z Ejindu Iwelu MacDonald Morah , York St John University, London, UK		Efficiency Indicators as Management Research Tools at the Scientific Institutions Inese Spica , Kalevs Kants , Ernests Spics & Baiba Berzina , Scientific Institution Business Competence Centre, Latvia
14:00	A Bidirectional Research Method to Design a Smart City Evaluation System Renata Paola Dameri and Monica Bruzzo , University of Genoa, Italy		Break
14:20	Refreshments		
	Stream A: Mini Track on Quantitative Research Methodologies for Finance Chair: Rui Bertuzi Room: Auditorium	A Service-learning Approach on Students Consultancy Project: Marketing Research for Breast Cancer Prevention Ilija Protopapa , King's College London, UK 15:00-15:15 Teaching Research Methodologies Through Participatory Performance Text Jocene Vallack , James Cook University, Townsville. Australia 15:20-15:35 Students as Researchers: Fostering Research and Analytical Skills Through Interdisciplinary Approaches Sandra Vasconcelos, School of Hospitality and Tourism, Polytechnic of Porto, Carla Melo , António Melo , Dália Liberato ESHT, Polytechnic of Porto and Maria Carlos Lopes , Polytechnic of Viseu, CITUR, Portugal 15:40-15:55 Empowering Future Generations Integrating Haptic Learning and Sustainability into University Education for Enhanced Engagement and Resilience Klaus Kuehnel and Manuel Au-Yong-Oliveira , University of Aveiro, Aveiro, Portugal 16:00-16:15 Fears or Opportunities: Teaching Focus Group as a Qualitative Research Method Bingbing Ge , Lancaster University Management School	Stream V: Mini-Track on Mixed Methods for Research Chair: Adriana José De Oliveira ECRM Zoom Room & 013-2 VIRTUAL The Legal Research Methodology as a Method for Researching in Business Area: A Case Study Applied to Gymnasiums Susana Aldeia and Natasha Silva , Universidade Portucalense, Portugal, Sergio Nanez , Catholic University of Ávila, Spain Methods for Learning in Tripartite Collaboration: A Study Inspired by Action Research Ann Svensson , University West, Sweden and Madeleine Johansson , Psykologium, AB, Sweden
14:40	An Application of the GP-INGARCH-EVT Combined Approach in Modeling the Liquidity Risk for Estimating L-VaR Ravi Khadotra , Indian institute of Management Amritsar, Amritsar, India		Identification and Mapping of Fintech Clustering Using a Qualitative-Dominant Mixed Method Saima Karim and Isobel Cunningham , Atlantic Technological University, Ireland and Laura Bradley , Ulster University, Ireland
15:00	Advancements in Bankruptcy Prediction Models and Comprehensive Bibliometric Analysis Amanda Gomes , Cristina Lopes , and Rui Bertuzi , ISCAP - Instituto Superior de Contabilidade e Administração do Porto, Portugal		
15:20	Econometric Advances in the Estimation of Housing Price Determinations Antonio M. Cunha , ISCAP - Porto Polytechnic University, Porto, Portugal		
15:40			<i>Close of Virtual Conference</i>
16:30	<i>Close of Conference Day</i>	<i>Close of Conference Day</i>	
19:30	Conference Dinner: Chez Lapin R. dos Canastreiros 40 42, 4050-149 Porto		

	Friday 5th July 2024	
09:00	Room: Auditorium Opening Messages	
09:05	Keynote Address: Prof Susanne Tietze, Sheffield Hallam University, UK Cross-language Research Methods: Translation and Linguistic Reflexivity	
09:50	Coffee Break and Poster Presentations	
	Stream A: Diverse Methodologies Chair: Cataldo Zuccaro Room: Auditorium	Stream V: AI, Rational and Critical Thinking Chair: Valindawo Dwayi ECRM Zoom Room & 013-2 VIRTUAL
10:20	Applying a Systematic Literature Review Process in a Grounded Theory Investigation. Sinéad O'Mahony , Mary Immaculate College, Thurles, Ireland	Reimagining how the Critical Realist Ways of Methodological Triangulation Might Allow for Resolving Paradigm in/Commensurability in Research Methodologies Valindawo Valile M Dwayi , Walter Sisulu University, East London, South Africa
10:40	Natural Experiments and Causation in Strategy Research Scott Erickson , Ithaca College, Ithaca, USA and Helen Rothberg , Marist College, USA	On the Use of Generative AI for Literature Reviews: An Exploration of Tools and Techniques Peter Mozelius , Mid Sweden University, Östersund, Sweden and Niklas Humble , University of Gävle, Sweden
11:00	Sensory Panel Training: Developing Hospitality Students Analytical and Research Skills Bebiana Monteiro and Sandra Vasconcelos , ESHT, Polytechnic of Porto, Portugal	Rational Thinking in Complex Qualitative Business and Management Research Using Systems Methodologies. Julian de Villez , University of Hertfordshire, Hatfield, United Kingdom
11:20	Soliloquy Methodology: a Cradle for Credible, Practice-Based Research Jocene Vallack , Central Queensland University, Mackay, Queensland, Australia	Research Methods – is Agile different ? Elizaveta Gromova , E4 Conferences, Portugal and Eduardo Tomé, Universidade Lusófona, Lisbon, Portugal
11:40	Developing Methods for Assessing the Social Impact of Scientific Study Tadeusz A. Grzeszczyk , Warsaw University of Technology, Faculty of Management, Poland	Using Grounded Theory to Derive a Performance Improvement Model for South African Municipalities Basia Dennis Bless , Wits School of Governance, Johannesburg, South Africa
12:00	Roundtable: The increasing Relevance of Research Methods in Academic Studies Chaired by Dan Remenyi	<i>Close of Virtual Conference</i>
12:30	<i>Lunch Break</i>	
	Stream A: Mini Track on The use of AI in research contexts Chair: Ana Azevedo & José Azevedo Room: Auditorium	
13:20	Researching the Topic of AI Data Analysis in Loyalty Programs Andrii Kushnarevych , University of Ss. Cyril and Methodius in Trnava, Trnava, Slovakia	
13:40	The Influence of Demographic Factors on the Creativity Level of Undergraduate Agricultural Students Mavhungu Mbulaheni , Tshwane University of Technology, Mbombela, South Africa	
14:00	Top finalists in the Innovation in Teaching of Research Methodology Excellence Awards present their Case Histories	
14:30	Summary and Close of the Conference	
	Poster presentations will take place in the Friday Morning coffee break. Please bring your poster to the registration desk on arrival. All posters will be available to review after the event.	
	Physical Posters	
	Thematic Analysis Using Nvivo 12 of Lumivero: The Creation of Definitions and Characteristics Nouha Taifi , Mohammed V University in Rabat, Rabat, Morocco (Poster Only)	Social Enterprise Landscape in Northwest Ireland and Northern Ireland: Formation and Evolution Suzhou Wei , Isobel Cunningham Atlantic Technological University, Letterkenny, Ireland and Laura Bradley-McCauley , Ulster University, UK
	Economic Growth in Southern Europe Amanda Zetzsche , Cristina Lopes , Cristina Torres , Isabel Vieira and Lurdes Babo CEOs, PP ISCAP, Polytechnic of Porto, Porto, Portugal and Carolina Mendes and Gonçalo Leite ISCAP, Polytechnic of Porto Portugal	