

24th European Conference on Research Methodology for Business and Management Studies

ECRM 2025 Timetable

19-20 June 2025

Hosted by ACI and Ulster University, Derry ~ Londonderry, Northern Ireland

This Programme is in local, Northern Irish time UTC+1

Address: **Block MD - Martha Magee Building** at Ulster University, Derry ~ Londonderry campus, Northland Road, Londonderry, BT48 7JL

Wednesday 18 June 2025

18:00 Pre-conference Registration and Welcome Drinks (until 19:00) Holiday Inn Express, 31 Strand Road, BT48 7BL

Thursday 19 June 2025

08:30 Conference Registration and coffee
Zoom Room 1 Opens

09:00 Room: MU114 and Zoom Room 1
Welcome and Opening of the Conference: Professor Sandra Moffett, Ulster University

09:15 Keynote Presentation: Frank Bannister, Fellow Emeritus at Trinity College Dublin, Ireland
A few problems with reality...

10:00 Short Break

Room: MU114
ECRM Physical Session
Chair: Sandra Vasconcelos

Zoom Room 1 and Room MU201
ECRM Virtual Session
Chair: Swalih Manakkattil

10:10 A Methodological Approach for a Hospitality Industry-university Business Model Innovation Collaboration
Conor McTiernan, Pdraig Gallagher, Atlantic Technological University, Letterkenny, Co Donegal, Ireland, Aylin Poroy Arsoy, Cagatan Taskin, and Mehlika Sarac, Bursa Uludag University, Türkiye

A Set of Proposed Moral Principles for Knowledge Accumulation
Karin Brodén, Karlstads University, Sweden and Jonathan Crusoe, University of Borås, Sweden

10:30 Navigating Positionality in Economics and Management Research: Ethical and Practical Considerations
Noel Pearse, Jen Snowball, and Fiona Drummond, Rhodes University, Makhanda, South Africa

Applying Grounded Theory: How to Develop Theory for Managed Change
Helen Scott, Grounded Theory Online, Chichester, UK (Presentation only)

10:50 Two-Eyed Seeing in Business Scholarship: A Framework for Indigenous and Non-Indigenous Research
Lynn Kendall, Memorial University of Newfoundland, Grenfell Campus, Corner Brook, Canada

A Grounded Theory Study of Gender Dynamics in Business in Moroccan Private Schools
Hind Boussaad, Anglia Ruskin University, Cambridge, UK

11:10 Stage-Gate Phase of Sustainable Product Development Process in Batik Fashion Industry: A Systematic Literature Review (SLR) and Future Research Agenda
Dyah Lintang Trenggonowati, Universitas Indonesia, Depok, Indonesia and Amalia Suzianti, Universitas Indonesia, Indonesia

Structural Equation Modeling in Marketing: A Systematic Review of Methods and Models
Narudobee Wathanakom, Sukhothai Thammathirat Open University, Bangkok, Thailand

Short Break

Short Break

11:40 Evolving Reflexive Thematic Analysis in Knowledge Management Research
Paul McManus, Serge Basini, and Aidan O'Driscoll, Technological University Dublin, Ireland

Refelction on a PhD by Collection of Papers
Swalih Manakkattil, London South Bank University, UK

12:00 Using Systemic and Praxeological Approaches for Modeling Social Impact Assessment of Research
Tadeusz A. Grzeszczyk, Warsaw University of Technology, Poland

Research in Education: Case Cybersecurity Project
Ilkka Tikanmäki and Jyri Rajamäki, Laurea University of Applied Sciences, Espoo, Finland

Lunch - Minor Hall MD106

Research Sample Saturation in Irish Tech SMEs: A Practical Case Study
Anna Zherdeva, Deirdre McQuillan, and Lucia Morales, Technological University Dublin, Ireland

12:40 Lunch Break

Room MU114 & Zoom Room 1:
Stream A: Teaching Research Methodology Excellence Awards Final Presentations
Lead Judge: Martin Rich

13:30 Cultivating Conscientious AI Users: Transformative Pedagogy for Ethical AI Integration in Research Methodology Education
Tadhg Blommerde, Gyuzel Gadelshina, and David Jamieson, Northumbria University, UK

Developing Critical Thinking and Research skills through Mystery Guest Training
Sandra Vasconcelos, Bebiãna Monteiro, Carla Melo, and José António Silva, ESHT, Polytechnic of Porto, Portugal

14:10 Methods in Engineering Research: A Course to Improve the Quality of Engineering Theses and Projects
Alejandro S. Hernandez, Naval Postgraduate School, Monterey, USA (Virtual Presentation)

Gamifying Research Methodology Education: Enhancing Student Engagement and Comprehension in Higher Education
Hamed Taherdoost, University Canada West, Vancouver, Canada (Virtual Presentation)

Room MU114 & Zoom Room 1:
Polluted Science and GenAI tools for Literature Reviews
Kirstin Krauss, Worldwide Information Services

15:30 Coffee Break

Coffee Break

Room MU114
16:00-16:30

Zoom Room 1 and Room MU201
ECRM Virtual Session
Chair: Karin Brodén

A real-time collaborative exploration of Rigorous Academic Research 2025
led by Dan Remenyi

15:45 Case Analysis of Improved Capstone Project Quality through a Course for Methods in Engineering Research
Alejandro Hernandez, U.S. Naval Postgraduate School, Monterey, USA

16:05 Enhancing Survey Participation in Academic Research: Strategies, Challenges, and a Framework for Optimal Response Rates
Hamed Taherdoost and Mitra Madanchian, University Canada West, Vancouver, Canada

16:25 A Methodology to Analyze the Determinants of SMEs' Biggest Obstacle in Doing Business in South Africa
Aman Nthangu and Pumela Msweli, University of South Africa School of Business Leadership, Midrand, South Africa

16:00 Close of Physical Conference Day

16:45 Close of Virtual Conference Day

19:00 Conference Dinner at Artis Restaurant By Phelim O' Hagan
29-31, Craft Village, Derry ~ Londonderry, BT48 6AR

	Friday 20 June 2025
09:00	Room MU114 & Zoom Room 1 Opening Messages
09:05	Keynote Presentation: Dr. Anabela Soares, UWE Bristol, UK <i>Moving beyond traditional research: insights, challenges and opportunities</i>
09:50	<i>Short Break for Physical Conference - Close of Virtual Conference</i>
	Room MU114 ECRM Physical Session Chair: Noel Pearse
10:00	Organizational Sensemaking through Idioms: Methodological and Empirical Insights Stephen Jackson , University of Ontario Institute of Technology, Oshawa, Canada (Presentation only)
10:20	A Method for Selecting Sociotechnical Theories in Information Systems Research Irja Shaanika , Wandisa Nyikana , and Tiko Iyamu , Cape Peninsula University of Technology, Cape Town, South Africa
10:40	Teaching Research Methods in a Changing World: Responding to Generative Artificial Intelligence Martin Rich , Bayes Business School, City St Georges, University of London, UK
11:00	Mystery Shopper Training in Tourism and Hospitality Education: An Interdisciplinary Approach Sandra Vasconcelos , Bebiana Monteiro , UNIAG, ESHT, Polytechnic of Porto, Vila do Conde, Portugal, Carla Melo , CITUR, ESHT, Polytechnic of Porto, Portugal and José António Silva , CITUR, ESHT, Polytechnic of Porto, Portugal
11:20	<i>Coffee Break and Poster Presentation</i>
	Room MU114 ECRM Physical Session Chair:
11:40	Social Enterprise Improvisation of Services to the Community Using Mobile Technology William Olivier and Tiko Iyamu , Cape Peninsula University of Technology, Cape Town, South Africa
12:00	Beyond Linear Thinking: Investigating Business-IT Alignment through Complexity Science Fabrizio Amarilli , DCU Dublin City University, Dublin, Ireland
12:20	Impact of Risk Assessment and Monitoring on the Operational Efficiency of Microfinance Banks Chiamaka Kindness Enweremibe and Ejindu Iwelu MacDonald Morah , York St John University, London, UK
12:40	Summary of the conference Award of the Excellence in Teaching Research Methodology Awards
13:00	<i>Lunch - Minor Hall MD106</i>
14:00	<i>Close of Conference</i>
	Poster Presentations
	Posters will be presented on Friday morning during the coffee break
	Physical Posters
	Methodological Approach to Investigating Employee Wellbeing in the Tertiary Education Sector Naomi Smyth-Patterson , Ulster University, Derry, Ireland (WIP)