

25th European Conference on Research Methodology for Business and Management Studies ECRM 2026 Physical Timetable 6-7 August Hosted by ACPI and Cape Peninsula University of Technology, Cape Town		
Cape Town Hotel School (CTHS), 48 Beach Road, Mouille Point, Granger Bay, Cape Town, 8001, South Africa		
	Wednesday 5 August 2026	
18:00	Pre-conference Registration and Welcome Drinks (until 19:00) at The Metropolitan Golf Club Bar - Fritz Sonnenberg Road, Green Point, Cape Town, 8001	
	Thursday 6 August 2026	
08:30	Conference Registration and coffee	
09:00	Room: Imbizo Room Welcome and Opening of the Conference by the Conference Chair, Dr Shawren Singh, Cape Peninsula University of Technology, South Africa	
09:15	Keynote Presentation: The Meandering Evolution of Scholarly Communication Hussein Suleman, University of Cape Town, South Africa	
10:15	Conferecnce Splits into Streams	
	Imbizo Room Stream A: Teaching Research Methodology in Higher Education Chair: Simon Taylor	Arnold Brock Room Stream B: Qualitative Research Chair: Thea van der Westhuizen
10:20	Using AI And Research Methods To Prepare The Next Generation Martin Rich and Amit Rawal , Bayes Business School,University of London, UK ERM-009	Autoethnography in Action: A Reflexive Methodological Approach to Investigating Academic Workload Allocation Lizl Steynberg , Tshwane University of Technology, Pretoria, South Africa and Jan Grundling , University of Johannesburg, South Africa ERM-010
10:40	Reconceptualising Research Methodology Teaching in the Age of AI to Rethink How Researchers Are Formed Melisa Chawaremera and Joshua Kretzschmar , Emeris, Johannesburg, South Africa ERM-017	Participatory Digital Storytelling for Data Collection and Research Communication Noel J. Pearse and Thandiwe Matyobeni Rhodes University, Makhanda, South Africa ERM-018
11:00	Research Methodology 2.0: A Hybrid Theoretical-Pedagogical Model for Postgraduate Marketing Education Simangaliso Bayabonga Zulu , STADIO Higher Education, Cape Town, South Africa ERM-033	Listening as Method: Reframing Listening Circles as a Qualitative Approach in Business and Management Research Flip Schutte , STADIO Higher Education, Cape Town, South Africa ERM-037
11:20	Barriers to Supervision Technology Adoption in South African Higher Education: Management Perspectives Marcia Mkansi and Frank Ranganai Matenda , University of South Africa, South Africa ERM-073	Between Platform Power and Media Pluralism: Reassessing Regulatory and Methodology Strategies Focusing on Portugal Francisco Cádima , ICNOVA, Lisboa, Portugal (Presentation only) ERM-060
11:40	Towards Improving Research in South Africa's Higher Education: Challenges and Opportunities Gift Muresherwa and Sipho Selatole Makgopa , University of South Africa, South Africa ERM-024	Mapping the Methodological Landscape: A Critical Review of Qualitative Approaches to Business Research in Emerging Economies. Edmont Pasipamire , The IIE Rosebank College, Cape Town, South Africa ERM-016
12:00	<i>Lunch</i>	<i>Lunch</i>
	Imbizo Room Stream A: Physcological and Sociotechnical Chair: Noel Pearse	Arnold Brock Room Stream B: Mini-Track on AI for Academic Research: Benefits and Challenges Chair: Anisa Vahed
13:00	The Deterrent of concepts in applying Sociotechnical Theories in research Irja Shaanika and Tiko Iyamu , Cape Peninsula University of Technology, Cape Town, South Africa ERM-052	Design Science Research as an iterative assessment redesign approach Suzaan Hughes , University of Johannesburg, Johannesburg, South Africa ERM-071
13:20	Exploring the Practice-Research Nexus in Entrepreneurship Skills Development: A Critical Realist Study Valindawo Valile M Dwayi , Central University of Technology, Bloemfontein, South Africa ERM-048	Using Custom AI Tools to Support Novice Researchers' Philosophy and Paradigm Decision-Making Tshilidzi Catlyn , Marcia Mkansi , Ernest Mnkandla and Ntombhimuni Mkalipi , University of South Africa, Pretoria, South Africa ERM-032
13:40	Modelling Unemployment as A Psychosocial Risk: Gendered Youth Labour-Market Insecurity and HIV Vulnerability in South Africa Abiola Asaleye , and Mzolisi Payi ,Walter Sisulu University, East London, South Africa	AI-Assisted Qualitative Coding and the Illusion of Reliability Anushka Ajith, and Tish Taylor , University of Witwatersrand, Johannesburg, South Africa (Presentation only) ERM-050
14:00	Driving Sustainable Development: Innovation Through Technological Transformation Solomon Zanoxolo , MANCOSA, Durban, South Africa ERM-036	Redesigning Assessments to Foster Creativity in the Age of AI: A Multidisciplinary Student-Centred Framework Melissa Haripersad , University of Johannesburg, South Africa (Masters
14:20	Complementarily applying Activity Theory Concepts for Data Analysis in Research Tintswalu Chauke , Tshwane University of Technology, and Tiko Iyamu , Cape Peninsula University of Technology, Cape Town, South Africa ERM-053	AI Didn't Write the Paper: Teaching Doctoral Research through Experiential, AI-Supported Practice Mustafa Ozguven , Anisa Vahed and Sibusiso Moyo , Stellenbosch University, Suzhou, South Africa (Presentation only) ERM-011
14:40	<i>Coffee Break</i>	<i>Coffee Break</i>
15:00	Keynote: Imbizo Room: "Honing your Research using an AI Cognitive Antagonist?" Dan Remenyi, Extraordinary Professor, University of the Western Cape, South Africa	
16:00	<i>Close of Physical Conference Day</i>	
19:00	Conference Dinner at The Cape Town Hotel School	

	Friday 7 August 2026
	Imbizo Room ECRM Stream A: Management and Leadership Chair: Edmont Pasipamire
09:00	Operationalising Descriptive Phenomenology in Management Research to Derive Contextually Relevant Competency Frameworks. Esther Venter , STADIO Higher Education, Cape Town, South Africa and Heidi le Sueur , International College of Management, Australia ERM-042
09:20	Challenges of Conducting Case Study Research in the Logistics Sector Nelisa Mabenge and Zanele Ndaba , Wits Business School, University of the Witwatersrand, South Africa ERM-058
09:40	Reclaiming Theory Building in Leadership Development Research: Why Strauss and Corbin's (1998) Grounded Theory Remains Methodologically Central Simon Taylor , University of KwaZulu-Natal, Durban, South Africa ERM-013
10:00	Systemic Action Learning and Action Research: A Fidelity Analysis of Protocol Delivery Thea van der Westhuizen , University of KwaZulu-Natal, Durban, South Africa RM-084
10:20	<i>Coffee Break and Poster Presentation</i>
10:40	Imbizo Room Keynote Presentation: Caffeine, Sleepless Nights and a Ghoul Renitha Rampersad, Cape Peninsula University of Technology, South Africa
11:30	<i>Short Break</i>
	Imbizo Room ECRM Stream A: The University Context Chair: Martin Rich
11:40	Fostering Scholarly Collaboration: A Longitudinal Ethnographic Study of Departmental Co-Authoring Initiatives Wafeequa Ben , University of Johannesburg, South Africa ERM-005
12:00	A Doctoral Colloquium: Examination of a Doctoral Theses: From a Theatre of Control to a Space of Collective Learning and of Knowledge-Making Valindawo Valile M Dwayi , Central University of Technology, Bloemfontein, South Africa ERM-069
12:20	The Misalignment between Textbook Dichotomies and Actual Quantitative Practice Tish Taylor , and Anushka Ajith , University of the Witwatersrand, South Africa (Presentation only) ERM-051
12:40	Research and Philosophical Paradigms used by Information Science PhD Candidates Kagiso Mabe , University of Johannesburg, South Africa ERM-019
13:00	<i>Summary and Close of the Conference followed by Lunch</i>
	Poster Presentations
	Posters will be presented on Friday morning during the coffee break
	Physical Posters
	Designing ExpPhilosopher's Tale: AI-Resilient Assessment in Research Methods Through Gamification Madeleine Pickles , Liverpool John Moores University, Liverpool, UK (Poster Only) ERM-057

25th European Conference on Research Methodology for Business and Management Studies

ECRM 2026 **Virtual Timetable** 6-7 August

Hosted by ACPI and Cape Peninsula University of Technology, Cape Town

This Programme is in local, South Africa time GMT+2

Thursday 6 August 2026

08:30	Zoom Room 1 Opens
09:00	Welcome and Opening of the Conference by the Conference Chair, Dr Shawren Singh, Cape Peninsula University of Technology, South Africa
09:15	Keynote Presentation: The Meandering Evolution of Scholarly Communication Hussein Suleman, University of Cape Town, South Africa
10:00	Conference splits into streams
	Zoom Room - ECRM Virtual Stream Chair: Brenda van Wyk
10:20	The Use of AI Research Assistance By Knowledge Management Postgraduate Students, Supervisors and Emerging Researchers: A Case Study Brenda Van Wyk and Marlene Holmner , University of Pretoria, South Africa ERM-034
10:40	Knowledge Sharing and Self-Efficacy as Predictors of Academic Productivity and Innovative Work Behaviour Among Lecturers Norhasni Zainal Abiddin , National Defence University of Malaysia, Kuala Lumpur, Malaysia and Ihsan Ro'is , Universitas Mataram, Indonesia ERM-039
11:00	Living Labs as Research Methodology: From Innovation Buzzword to Epistemic Tool Fabrizio Amarilli , Dublin City University, Dublin, Ireland ERM-044
11:20	Strategic intelligence in complex environments for complexity to accuracy in strategic decision-making Sithembiso Khumalo , Lucian De Koker and Tanya Du Plessis , University of Johannesburg, South Africa ERM-029
11:40	Integrating GenAI into social science pedagogy through statistical and narrative research analysis Ananda Mitra , Wake Forest University, Winston Salem, USA (Presentation only) ERM-056
12:00	Measuring Innovation Efficiency Using Stochastic Frontier Analysis Hao He , University of Latvia, Riga, Latvia (PhD Research) ERM-079
12:20	Lunch
	Zoom Room - ECRM Virtual Stream Chair: Sithembiso Khumalo
13:00	Reframing Pastoral Research Methodology for Theological Education: Practical, Participatory, and Action-Oriented Approaches Mfazo Cliford Madondo , University of KwaZulu-Natal, Pietermaritzburg, South Africa ERM-014
13:20	Strengths and Limitations of Mixed Methods Research in Examining Knowledge Management within Private Higher Education in South Africa Diana Dalais and Abdulla Kader , MANCOSA, South Africa (PhD Research) ERM-020
13:40	Nominal Ranking Methodology: Strategic Information Management Principles for Commercialising Inventions Sithembiso Khumalo , University of Johannesburg, South Africa ERM-003
14:00	Evidence of Constructivism and Co-Constructivism in a Qualitative Research Interview: A Doctoral Pedagogy Mfazo Cliford Madondo , MANCOSA, Durban, South Africa and Sathiaseelan Pillay , Regenesys Business School, South Africa ERM-021
14:20	Psychological and Psycholinguistic Prerequisites for the Formation of Dyslexic Disorders Julia Koifman , Varna Free University, Varna, Bulgaria (Presentation only, PhD) ERM-065
14:40	Break
15:00	Keynote Presentation: "Honing your Research using an AI Cognitive Antagonist?" Presented by Dan Remenyi
	Zoom Room - ECRM Virtual Stream Chair: Ejindu Iwelu
15:40	The Application of Research Methods in Practice for the Efficiency of the Involvement of Academic Staff in the Formation of Intellectual Capital Inese Spica , Sarmite Jegere , Kalevs Kants and Lada Kalinina , Scientific Institution Business Competence Centre, Latvia ERM-046
16:00	Validation of Psychometric Properties of an Instrument Measuring Employee Job Performance: The Case of Individual Work Performance Questionnaire Alex Boateng , and Ophilia Ledimo , University of South Africa, Pretoria, South Africa ERM-063
16:20	Analytical Pluralism in Phenomenological Research: Exploring Coach Psychological Flexibility During COVID-19 Teresa Carmichael , University of the Witwatersrand, Johannesburg, South Africa and Anny Bodenstein , University of Reading, UK ERM-004
16:40	Theory Building Through Hermeneutic Documentary Inquiry in Management Research Jose-Manuel Vega-Baez , Tecnologico de Monterrey, Campus Laguna, Mexico and Berenice Juarez-Lopez , Universidad Autonoma de Coahuila, Mexico ERM-070
17:00	Close of Conference Day

Friday 7 August 2026

10:10	Zoom Room Opens
10:40	Keynote Presentation: Caffeine, Sleepless Nights and a Ghoul Renitha Rampersad Cape Peninsula University of Technology, South Africa
	Zoom Room - ECRM Virtual Poster Session Chair: Ejindu Iwelu
11:30	Ethics Management Framework for Local Government in South Africa: Category A Municipality Simphiwe Mngonyana and Shaun Pekeur , Mancosa, South Africa (Work in Progress) ERM-072
11:35	Factors that cause dyslexia disorders Julia Koifman , Varna Free University, Varna, Bulgaria (Poster only, PhD) ERM-065
11:40	Discussion of Posters
12:00	Close of Conference