Proceedings of the

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

ECRM 2026

6-7 August 2026

Hosted By

Cape Peninsula University of Technology

Cape Town, South Africa

Edited by

Shawren Singh and

Ejindu Iwelu Morah

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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.

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ECRM Editorial

These proceedings represent the work of contributors to the 25th European Conference on Research Methodology (ECRM 2026), hosted by Cape Peninsula University of Technology, Cape Town, South Africa on 6-7 August 2026. The Conference Chair is Shawren Singh, from Cape Peninsula University of Technology, Cape Town, South Africa, and the Programme Chair is Ejindu Iwelu Morah, from York St John University, London, UK.

ECRM is a well-established event on the academic research calendar and now in its 25th year and remains an opportunity for participants to share ideas and meet. The aims and scope of this conference is to bring together researchers from a range of disciplines and sectors to share expertise and novel approaches in business and management research methods. ECRM is interested in contributions on the subject of research methods used in business and management research. The papers tend to either focus directly on creating and implementing innovative methodologies or research papers which highlight an interesting use of methodologies in their study.

The opening keynote presentation is given by Hussein Suleman, University of Cape Town, South Africa, with the title *The Meandering Evolution of Scholarly Communication.* On the second day, Renitha Rampersad, Cape Peninsula University of Technology, South Africa, UWE Bristol, UK will give a talk on the subject *Caffeine, Sleepless Nights and a Ghoul.*

With an initial submission of 90 abstracts, after the double blind, peer review process there are 27 Academic research papers, 2 PhD research paper, and 1 work-in-progress paper published in these Conference Proceedings. These papers represent research from Bulgaria, Canada, China, Germany, Ireland, Latvia, Malaysia, Mexico, Pakistan, Portugal, South Africa, Uganda, UK and the USA.

We hope you enjoy the conference.

Shawren Singh,
Cape Peninsula University of Technology
Cape Town
South Africa
August 2026

About the 25th European Conference on Research Methodology in Business and Management, 2026

The European Conference on Research Methodology in Business and Management (ECRM) is a long-standing academic conference, held annually for 25 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 25th ECRM, 2026 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

Full details about the conference can be seen from the conference website:
https://www.academic-conferences.org/conferences/ecrm/

Biographies of Chairs and Keynote Speakers

Conference and Programme Chairs



Ejindu Iwelu MacDonald Morah is a Senior Lecturer and Programme Director MBA Healthcare Management at York St John University, London. He holds a PhD in Marketing from Anglia Ruskin University, Cambridge. An award-winning educator, he has taught at University of Westminster, presented at global conferences, serves on editorial boards of journals, and examines doctoral theses Internationally across universities. He is also a review, editorial board and international advisory scientific board member for several international journals.



Shawren Singh PhD, is an associate professor and Head of Department of the Graduate Centre for Management at the Cape Peninsula University of Technology. He has spent more than 25 years teaching and researching in the Information Systems space. He was awarded a Fulbright Scholar-in-Residence grant in 2024. In 2014 he obtained his PhD, based on research into eGovernment in South Africa, from the University of the Witwatersrand. His current research has focused on digital scholarship and e-Government, and his research has been internationally recognised. He is currently supervising several post-graduate candidates, and he was the Chair of Information Systems in the School of Computing at the University of South Africa

<u>Keynote Speakers</u>



Professor Renitha Rampersad has a DPhil from the University of Zululand, in South Africa. She is the Assistant Dean of Research and Innovation in the Faculty of Business and Management Sciences at the Cape Peninsula University of Technology. Her research on transformation in business, digitalisation, work integrated learning and women mentorship has contributed to co-edited books and authored chapters in journals. She is involved in national and international funded research projects. She leads a multidisciplinary project on transformation of the socio-economic environment which aligns with digitalisation and infrastructural challenges with BRICS countries.



Hussein Suleman is the Dean of Science at the University of Cape Town in South Africa. His research is situated within the Digital Libraries Laboratory in the Department of Computer Science, with a focus on digital libraries, ICT4D, African language Information Retrieval, cultural heritage preservation, Internet technology and educational technology. He has in the past worked extensively on architecture, scalability and interoperability issues related to digital library systems. He has worked closely with international and national partnerships for metadata archiving, including: the Open Archives Initiative; Networked Digital Library of Theses and Dissertations; and the NRF-CHELSA South African National ETD Project. His recent research has a growing emphasis on the relationship between low resource environments and digital library architectures. This has evolved into a focus on societal development and its alignment with digital libraries and

information retrieval. He is currently collaborating with various colleagues in digital humanities groups to develop a proof-of-concept and experimental low-resource software toolkit for digital repositories; this reconceptualision of the architecture of digital repositories will arguably lower the bar for adoption and reduce the risk of data loss for archivists in low-resource environments.

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.

Mrs. Paula Abola, University of Jamestown, Germany;Prof. Dr. Hamimah Adnan, Universiti Teknologi MARA, Malaysia;Dr Rusul Alabada, Almuthanna university, Iraq;Assc Khalda Ali, Princes Noura University, KSA;Suzanne Amaro, Polytechnic Institute of Viseu, Portugal;Prof Marlene Amorim, Universidade de Aveiro, Portugal;Prof. Dra. Marina Godinho Antunes, ISCAL - Instituto Superior de Contabilidade e Administração de Lisboa (Instituto Politécnico de Lisboa), 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 Baard, 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 Scott Erickson, Ithaca College, USA;Dr. Paula Fernández González, University of Oviedo, Spain;Dr Sandra Ferreira, University of Beira Interior, Portugal;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., Irranian Research Institute for Crenovatology, Iran;Dr. Karuna Gomanee, Regents College, UK;Prof Sofia Gomes, Portucalense University, Portugal;Dr Paulo Gonçalves, ISCAP, and CEOS Research Center, Polytechnic of Porto, Portugal;Prof Tadeusz A. Grzeszczyk, Faculty of Management, Warsaw University of

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