

**The Proceedings  
of the  
10th European Conference  
on Research Methodology  
for Business and  
Management Studies**

Normandy Business School  
Caen  
France  
20-21 June 2011

Edited by  
Marie Ashwin  
Normandy Business School, France

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Papers have been doubleblind peer reviewed before final submission to the conference. Initially, paper abstracts were read and selected by the conference panel for submission as possible papers for the conference.

Many thanks to the reviewers who helped ensure the quality of the full papers.

These Conference Proceedings have been submitted to the Thomson ISI for indexing.

Further copies of this book can be purchased from <http://academic-conferences.org/2-proceedings.htm>

ISBN:978-1-908272-03-4 CD

Published by Academic Publishing Limited  
Reading  
UK  
44-118-972-4148  
[www.academic-publishing.org](http://www.academic-publishing.org)

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## **Preface**

The 10th European Conference on Research Methodology for Business and Management Studies is hosted this year by the Normandy Business School in Caen, France. The Conference Chair is Dr Isabelle Royer, University Lyon 3, France and I am pleased to be Programme Chair.

The now well established aim of ECRM is to provide an occasion for individuals, working in the area of business and management research to meet and discuss their experiences of using the varied and expanding range of research methods available to them.

The opening keynote address is by Dr David Bednall, Deakin University, Australia.

In addition to the main themes of the conference there are mini tracks on Teaching Research Methods and Methodologies, Mixed Research Methods, Project Management and Visual Methodologies. For the second year ECRM is incorporating a PhD Colloquium and we have been impressed with the range of research and calibre of work that has been submitted for this.

With an initial submission of 195 abstracts, after the double blind, peer review process there are 91 papers published in these Conference Proceedings. These papers come from some 23 different countries including Australia, Canada, Colombia, Denmark, Egypt, Finland, France, Germany, India, Iran, Ireland, Italy, Malaysia, New Zealand, Nigeria, Phillipines, Portugal, Romania, South Africa, Sweden, Taiwan, United Kingdom, and Zimbabwe. A selection of the best papers – those agreed by a panel of reviewers and the editor will be published in a conference edition of the EJBRM (Electronic Journal of Business Research Methods [www.ejbrm.com](http://www.ejbrm.com)). These will be chosen for their quality of writing and relevance to the Journal's objective of publishing papers that offer new insights or practical help into the application of research methods in business research.

I wish you a most interesting conference.

Marie Ashwin  
Programme Chair  
June 2011

# Biographies of Conference Chairs, Programme Chairs and Keynote Speakers

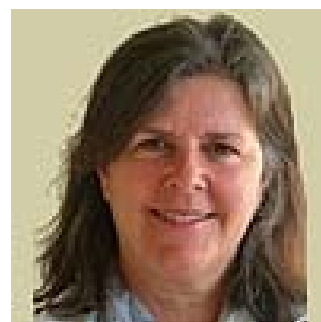
## Conference Chair



**Dr Isabelle Royer** is a member of the board of A.I.M.S., the French Management Association, and a member of the Scientific Committee of the Normandy Business School. Isabelle came to academia after five-years of economic forecasts and market studies. She defended her doctoral dissertation on the ‘Dynamics of escalation and de-escalation’ at Paris Dauphine University in 1999. Her ongoing research focuses on organizational decision-making, in particular the escalation of commitment and ‘innovative’ ventures in many different sectors. She has also undertaken more theoretical studies on decision routines, and has published in the Harvard Business Review.

## Programme Chairs

**Dr Marie Ashwin** With almost two decades of experience in higher education in the UK and the Far East, Marie joined the Normandy Business School two years ago. She works with colleagues from around the world on teaching and research projects to enhance the standing of RM amongst staff and students, and add value to the teaching of methodology. A qualitative researcher by nature, she is currently investigating Social Networking behaviour with an international research team.



## Keynote Speakers



**Dr David Bednall**, PhD, MA, Registered Psychologist has been in social science research for all his working life. His social policy roles have included being Head of Research for the Australian Broadcasting Tribunal, a Senior Research Fellow for the Australian Institute of Multicultural Affairs and a research psychologist for the Department of Immigration. He then moved into commercial market research as Market Research Manager for Australia Post, Victorian Manager of Newspoll Market Research and Manager, Human Communication Research at the Telstra Research Laboratories. In his latter career he joined Monash and now Deakin university where he is the Associate Head of School (Research) for the Management & Marketing School. He is the editor of the Australasian Journal of Market and Social Research.

## Mini track chairs

**Dr Gary Bell** has a PhD and MSc from London South Bank University. He is currently developing a postgraduate course in project management with Jon Warwick. Additionally, he is exploring the use of OR methods and techniques for project management. Another research interest is the identification of the fundamental ideas and principles that underpin orthodox process improvement methods, and appreciating their cost/benefits



**Madeleine Ogilvie** is a Program Co-ordinator in Marketing. Her major interests are in the fields of semiotics, consumer research, new product development and international marketing education. Madeleine has coordinated and taught across a range of different marketing disciplines at both a national and international level and worked extensively in China as the faculty's Client Manager for China programs. Prior to working at

ECU, Madeleine worked extensively in the pharmaceutical industry for several large multinational organisations in sales and sales management. She has consulted for both public and private organisations on many facets of marketing and management.

**Maria Ryan** is a Senior Academic in the Faculty of Business and Law at Edith Cowan University, Perth, Western Australia. Her research interests include the impact on consumption of individuals' attachment to their environment, using various research methods to examine consumption behaviour and student learning processes. Maria has published competitive papers at international and national level on consumer behaviour issues. In addition, she has worked extensively in the marketing research industry and held senior management positions in the Australian bureau of Statistics and American Express. She continues to consult to a range of private and government organisations on consumer issues.



**Professor Mark Saunders** is Professor in Business Research Methods at the University of Surrey School of Management. He teaches research methods to undergraduate, masters and doctoral students and is co-author of six management textbooks. These include Research Methods for Business Students (2009, 5th edition, Financial Times Prentice Hall), which has also been translated into Chinese, Dutch, Vietnamese and

Russian and Statistics: What you really need to know ( 2008, McGraw Hill). His research focuses upon research methods (including online methods and tools for understanding and improving organizational relationships) and human resource aspects of the management of change.



**Professor Jon Warwick** completed his first degree in Mathematics and Computing at South Bank Polytechnic in 1979 and was awarded a PhD in Operational Research in 1984. He has many years of experience in teaching mathematics, mathematical modelling, and operational research in the higher education sector and his research interests include systems theory and mathematics learning and teaching. He is currently Professor of Educational Development in the Mathematical Sciences at London South Bank University.

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## Biographies of contributing authors (in alphabetical order)

**Khodayar Abili** PhD, University of Michigan / Postdoctoral fellow, UCLA / Woodrow Wilson Fellow. Associate Professor, U of Tehran. Affiliate Professor, LUT, Sweden . Guest Professor, IMI, Iran / Wurzburg U, Iran-Germany Chamber of Commerce / Winneba U, Ghana / Bordeaux-Nice-IMI joint DBA, Iran . 11 books, about 100 articles

**Mohamed Fawzi Afifi**, lecturer in Hotel Studies Department, University of Menoufia, Egypt. I got my PhD from University of Surrey, UK. BSc. and MSc. Hotel Management from University of Helwan, Egypt. Teaches research methods for postgraduate students. Previous experience as front office clerk.

**Ghulam Ali Arain** is a student of PhD in HR at IAE – CERGAM, University of Law, Business and Economics of Aix-Marseille. He obtained the degree of Master Research in management science from IAE Aix en Provence, His research interests include employee's psychological contract, emotions at work and cross cultural management

**Nasser Mohammed Al Khalifa** is a mature PhD student at London Metropolitan University, UK. He started his PhD studies in 2006 after many years as a senior civil servant in the Ministry of Interior where he was Head of Human Resources. On completion of his studies he will return to the Ministry in an executive role.

**Óscar Arias Londoño** - Business Administrator, Universidad Nacional de Colombia. Specialist Teaching of Social Sciences. MSc Administration, Universidad Eafit Medellín - HEC Montreal. Full-time researcher professor MBA, Universidad de Medellín. Member of the Group of research CyGO.

**Andrew Armitage** is a Fellow of the Higher Education Academy, and lectures in Management Development and Research Methods at the Ashcroft International Business School on postgraduate and undergraduate programmes. He has been a tutor with the Open University for eighteen years and is currently tutoring in the OU Business School on the MBA B852 Research Methods module.

**Marie Ashwin** With almost two decades of experience in higher education in the UK and the Far East, Marie joined the Normandy Business School two years ago. She works with colleagues from around the world on teaching and research projects to enhance the standing of RM amongst staff and students, and add value to the teaching of methodology. A qualitative researcher by nature, she is currently investigating Social Networking behaviour with an international research team.

**Stephen Atkins.** Principal Lecturer of business research methods, business ethics, and cross-cultural commerce at Otago Polytechnic of New Zealand. Graduate of Virginia Tech's industrial psychology program. Historically affiliated with Massey University's Poverty Research Group and its povio network, and is a Rotary Club president-elect and co-founder of the Humanitarian Work Psychology (HWP) sub-discipline, particularly one of HWP's principal research initiatives: SmartAid.

**Heather Banham-** Dean – Earned her Doctor of Business Administration degree at the University of Southern Queensland, Australia and holds her professional accounting designation as a CGA (Certified General Accountant) in Canada. She is currently Dean in the School of Business at Okanagan College and her research interests include organizational change and small and medium enterprises.

**Vijaya Bandyopadhyaya** teaches Quantitative Techniques and Operations & Supply Chain Management at Chandragupt Institute of Management Patna. She has 14 years experience and has worked with DSP (SAIL), BESU and KIIT University. She is B.E. (Metallurgy) – Jadavpur University, M. Tech (IE&M) – IIT Kharagpur , PGDBM – IIMC and PhD – Utkal University.

**Angela Benson** is a Principle Lecturer and Divisional Leader for Travel and Tourism in the School of Service Management, University of Brighton, UK and Adjunct Associate Professor, University of Canberra, Australia. She is also Founding Chair the ATLAS Volunteer Tourism Research Group. Her

current research includes: sustainable tourism, volunteering and research methods

**Omar Bentahar:** Assistant professor of project management at polytechnic school of the University of Nantes. He is also PhD Student at NIMEC research Center of the IAE, Caen University, France. His research interests are management of large-infrastructure projects and project manager roles. He is also exploring the application of contingency and dynamic approach in project management.

**Shamim Bodhanya** holds a BSc Electronic Engineering degree, an International MBA and a PhD. As a trained and practising engineer, he worked in the corporate sector for nearly 14 years, before joining academia. He is now actively involved in research, programme and module development, lecturing, facilitation and consulting. He draws on interdisciplinary research to work with complex real world problems.

**Ovidiu-Niculae Bordean** is an Assistant Professor in the Faculty of Economics and Business Administration, Babes-Bolyai University in Cluj-Napoca, Romania. He holds a PhD in Management from Babes-Bolyai University. He is currently enrolled in a Postdoctoral research grant from Academy of Economic Science in Bucharest. His publications focus on strategic management, entrepreneurship and corporate governance.

**Patrick Bradbery** is Adjunct Research Fellow in the Institute of Land, Water and Society at Charles Sturt University. Formerly Director of the Professional Development Unit at CSU, he had an extensive career in management and management education. Patrick has a deep interest in learning. His doctoral thesis was on learning, development and the learning organisation.

**Ann Brown-** Senior Lecturer, Information Management, Faculty of Management, Cass Business School. MSc (Operational Research) at LSE while working at British Steel Corporation as Operational Researcher. Doctorate from City University( 2005), based on work into problems and potential of Information Systems applications to create Business Value for organisations. Editor of Electronic Journal of Business Research Methods (EJBRM). Research interests:- IS implementation; IS exploitation by organisations; research methods for business; exploitation of electronic tools for teaching. Supports number of IS academic conferences as member of conference committees.

**Roslyn Cameron** teaches and researches at Southern Cross University Business School, Australia. She teaches Human Resource Management in Australia and in South-East Asia. She is Editor of the International Journal of Mixed Methods in Applied Business and Policy Research, a Standing

Committee member of the Society of Interdisciplinary Business Research and President of the Asia Pacific Mixed Methods Network.

**Robert Campbell** is a Senior Lecturer in Computing and Networks at the University of Bolton. Before joining the University he worked as an IT systems administrator, analyst programmer and as a senior project engineer in a blue chip organisation. His research interests are now focused on the user acceptance of IT environments.

**Marian Carcary** is a post doctoral researcher working on an IT Capability Maturity Framework research project in association with the Innovation Value Institute, Maynooth, Ireland. Marian previously worked as member of Faculty in the University of Limerick and Limerick Institute of Technology. She has an MSc by research in Information Technology and a PhD in IT evaluation.

**Guillaume Chanson.** He defended his doctoral dissertation on the 'Determinants of outsourcing' at Lille 1 University in 2006. He is now professor in Paris 1 University ("La Sorbonne") and researcher in the PRISM (the management research center). Furthermore, he is co-editor of VSE, a french scientific review dedicated to management and economic research.

**Christina Chin May May** PhD student and research assistant at the University of Nottingham Malaysia. Previously worked in the IT industry and academic sector later joined the university to pursue interest in project management. Research focuses on developing a project management methodology for managing industry-academic R&D projects in Malaysia.

**Caroline Cole** is a Visiting Fellow at Sheffield Business School. She contributes to the school on organisation theory, research philosophies and methods and doctoral supervision. Her Doctorate of Business Administration was awarded in recognition of a programme of research: 'The emotions of individuals during strategic and organisational change: a hermeneutic exploration'.

**Stefan Cronholm** is professor in the subject of information systems at Linköping University. He specializes in requirement specification, design and evaluation of information systems, methods concerning information systems development and qualitative research approaches. Stefan has published some 50 scientific papers and a vast range of pedagogical material.

**Malek Elahi**, Iran. Vice-President and Head of the Management Group (MBA, Commercial and Industrial) of PN University in South-East Asia (Kuala Lumpur); teaches in Australia (Sydney) and Philippines. Professional in Crises in Economic, Business, Trade, Management, Political, Social and Disaster. Participated in ten international conferences of ISI proceedings and

IEEE proceedings in the following countries: Egypt, Australia, Malaysia, Germany, USA, Philippines, Hong Kong, Dubai, Singapore, China.

**Voicu Dragomir** obtained his Ph.D. at the Bucharest Academy of Economic Studies, Romania, in 2009. His area of expertise includes financial reporting, sustainability performance and social responsibility. He has participated in a number of international conferences and has over 15 articles published in prestigious journal

**Jean-Pierre Dupuis** has been a professor of the sociology and anthropology of organisations at the HEC Montréal since 1990. In that time he has devoted several years of research to cross-cultural management in firms in Canada, particularly in Montréal, and in France.

**Lewis Endlar** MBA (Technology Management), Cert.Ed(Dist),MBCS is a Senior Lecturer in Digital Business and Management Systems at the Manchester Metropolitan University Business School. A former Technology Specialist Presenter with Channel M Television, his leading research areas include Information Systems, Project Management, Digital Business, Strategic Information Systems and Technologies and enhanced Knowledge and Learning Techniques.

**Stephen Fanning** (Ph.D) has a passionate for the teaching of marketing. His many years of industry experience provide him with the marketing knowledge to bring theory to life. Stephen is unit coordinator for services marketing and management, customer relationship management, and professional communications. Edith Cowan University, Perth, Australia

**Simon Gathua** completed secondary school in Kenya, a BSc at the University of Pretoria and is currently enrolled for an M Sc. He is a statistician by training and is Manager: Knowledge Management at the Da Vinci Institute for Technology Management (a private university in Modderfontein, South Africa)

**Ji Gopal** currently is serving as Associate-Professor, Shri Ram College of Commerce, Delhi University, India. He is a Doctorate in HR from the University of Delhi. DR. Gopal Ji has authored several books on HR, and contributed papers in International Conferences held at Finland, Romania, and Singapore. He has been Course Director, Research Methodology organized for the teachers of Delhi University, India.

**Dipanjan Goswami**, Doctoral Student at School of Management, Institute of Technology Management University, Gurgaon, India, is currently working on qualitative paradigms in management research. Mr. Dipanjan Goswami

worked as scientist in pharmaceutical MNC R&Ds for past 7 years and had more than ten international publications in reputed scientific journals.

**Dave Hagan** is a Senior Research Fellow at the University of Bolton. He spent over 20 years as a software contractor working for companies such as CISCO, Andersons, and on a number of major software projects including NIRS2. He has been working in academia for 5 years teaching web application development, enterprise systems and is currently undertaking a PhD by professional Practice.

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**Alcina Nunes** is an Assistant Professor at the Polytechnic Institute of Bragança, Portugal, where she teaches diverse courses in the area of Economics and Management. With a PhD in Mathematical Economics and Econometric Models her actual research concerns the econometric evaluation of public policies and entrepreneurship.

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information retrieval in individual job search as an occupational context– will show almost equal results concerning the explained variance of intention to use. However, it will also be revealed that path coefficients will differ strongly depending on the particular objectives. Based on these findings implications for an appropriate study preparation and design for analyzing the acceptance of mobile web offers will be made, building the basis for proper conclusions and beneficial (managerial) implications.

**Keywords:** mobile technology acceptance, empirical research, structural equation modeling, constructs measurement, research context

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## **Evaluation of Dynamic Participation in Portuguese Active Employment Programmes**

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**Abstract:** Over the past decades, European labour market policies, like the Portuguese, offer not only a set of simultaneous active programmes, to the universe of unemployed registered individuals, but also the possibility of successive participation in different active programmes. Such dynamic participation patterns have as a consequence different average causal effects to participants. Aware of this reality, the present paper discusses how to overcome the limitations of the traditional labour market microeconomic evaluation literature, eminently static, and empirically estimate the impact of dynamic selection. In recent years it is possible to report several developments concerning the introduction of dynamic elements in the traditional evaluation econometric models. For instance, is important to report that the causal effects of dynamic sequences make use of potential results and allow the introduction of intermediate results which determine subsequent sequences. The application presented in this research study uses an administrative dataset containing extensive individual information concerning the active public intervention on the Portuguese labour market. Based on this dataset, it will be shown that it is possible to make a quantitative analysis on the impact participation of an unemployed individual on a sequence of active measures offered by the unemployment office services. The present empirical study analyses the power of the dynamic nonparametric model as a fundamental tool for an active labour market policy evaluation, and allows, even if in an exploratory way, the evaluation of the consequences of sequential participation. Indeed, based on propensity score matching microeconomic evaluation techniques – computed through a probit model - is possible to compute the causal effect of the decision to postpone participation in an active labour programme vis-à-vis the decision of consecutive labour programme participation, on the one hand, and continuous non-participation, on the other. The evaluation results of a

consecutive participation decision in comparison with the alternative of non-participation or postponed participation suggest a low degree of effectiveness by the Portuguese public intervention in the labour market. Moreover, the empirical application of a dynamic propensity score methodology seems to be a quite useful tool for the estimation of dynamic causal effects when the effectiveness of a sequence of participation decisions is tested compared to a distinct sequence of decisions.

**Keywords:** evaluation research, social programmes, active labour market policies, sequential treatments, propensity score matching

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## **Is There a Causal Relationship Between Construction Activity and the Portuguese Economy? An Econometric Empirical Application**

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**Abstract:** It has long been recognised that the role of the construction industry in a country's national economy goes beyond its share in national output. Existing paradigms on the structural change of the construction industry as national economy develops over time have been evolving from an approach that stresses the role of construction investment (indeed physical capital) as an engine of economic growth to one where the pattern of the evolution of the industry should follow that of the general economy. Using time-series data drawn from the United Nations national accounts databases, this study applies an econometric methodology to assess the validity of the underlying propositions in Portugal. With the availability of long and reliable time-series data and the development of econometric methodology related to the study of economic relationships between variables a new set of studies has emerged. Indeed, making use of the most recent innovations in the literature of unit root tests, this paper uses the Granger causality methodology to investigate the relationship between construction activity, measured by the construction value added, and the Portuguese aggregate economy measured by its Gross Domestic Product (GDP). The issues of concern here are whether the construction sector and the aggregate economy are interdependent and whether construction activity contributes to economic growth and/or economic growth contributes to the dynamics of the construction industry activity. This kind of economic research has not been applied, until now, in Portugal. However, the results could be of particular importance for policy makers and economic agents since they might affect not only all macroeconomic policy but also the management activities at a microeconomic level. The results have shown that there is, in the short and medium-run, a uni-directional relationship between GDP and construction output in Portugal. On the other hand, the results do not show any significant