

8th European Conference on Research Methods for Business and Management Studies 2009

(ECRM 2009)

**Valetta, Malta
22-23 June 2009**

Editors:

Joseph Azzopardi

ISBN: 978-1-62276-713-7

Printed from e-media with permission by:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571



Some format issues inherent in the e-media version may also appear in this print version.

Copyright© The Authors, (2009). All Rights Reserved.

No reproduction, copy or transmission may be made without written permission from the individual authors.

Papers have been double-blind 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.

Printed by Curran Associates, Inc. (2013)

Published by Academic Conferences Ltd.
Curtis Farm Kidmore End
Reading RG4 9AY UK

Phone: 441 189 724 148

Fax: 441 189 724 691

info@academic-conferences.org

Additional copies of this publication are available from:

Curran Associates, Inc.
57 Morehouse Lane
Red Hook, NY 12571 USA
Phone: 845-758-0400
Fax: 845-758-2634
Email: curran@proceedings.com
Web: www.proceedings.com

ECRM 2009

Contents

Paper Title	Author(s)	Page Numbers
Preface		Vi
Biographies of Conference Chairs, Programme Chair, Keynote Speaker and Mini-track Chairs		Ix
Biographies of contributing authors		X
Building a Qualitative Research Methodological Strategy to Understand Knowledge Management in the Brazilian Organizational Context: Multiple Case Studies for the Proposition of an Integrative Conceptual Model	<i>Rivadavia Drummond de Alvarenga Neto¹, Beatriz Valadares Cendón² and Ricardo Rodrigues Barbosa²</i> <i>¹Fundação Dom Cabral, Brazil</i> <i>²Universidade Federal de Minas Gerais, Brazil</i>	1
Bibliometric Approach to the Study of Student Satisfaction	<i>Helena Alves</i> <i>University of Beira Interior, Covilhã, Portugal</i>	14
Secret Data and Organisational Life: The use of Personal Exchanges to Reveal Hidden Truths	<i>Andrew Armitage and Alan Thornton</i> <i>Anglia Ruskin University, Chelmsford, UK</i>	24
'Read, Mark, Learn and Inwardly Digest' * an International Flavour to a Literature Review*With apologies to the Book of Common Prayer (1662)	<i>Marie Ashwin¹ and Alan Hirst²</i> <i>¹Ecole de Management de Normandie, CAEN, France</i> <i>²London South Bank University, London, UK</i>	31
Systemic combinatory use of Brainstorming, Mind-Maps and Rich Pictures for analysis of complex problem spaces.	<i>Peter Bednar¹ and Lynn Day²</i> <i>¹University of Portsmouth, UK and Dept. Informatics, Lund University, Sweden</i> <i>²University of Portsmouth, UK</i>	38
Move Along Please – There is Nothing new Here!	<i>Peter Bednar¹ and Christine Welch²</i> <i>¹University of Portsmouth, UK and Lund University, Sweden</i> <i>²University of Portsmouth, UK</i>	48
An Intellectual Device to Critically Appreciate Software Project Management Methodologies	<i>Gary Bell, Jon Warwick and Mike Kennedy</i> <i>London South Bank University, London, UK</i>	55

Paper Title	Author(s)	Page Numbers
Within and Beyond Corporate e-Boundaries: Supervisor's Experiences with Mentoring Research Students Online	<i>Milena Bobeva Bournemouth University, Poole, UK</i>	68
The Values that University Students Attributed to the Internet: Replication of Factor Analysis Results with the Nominal Group Technique	<i>Laurent Bourdeau¹ and Pascale Marcotte² ¹Université Laval, Quebec City, Canada ²Université du Québec à Trois-Rivières, Canada</i>	76
Researching Spirituality and Meaning in the Workplace	<i>Carol Brooke and Simon Parker Lincoln Business School, University of Lincoln, UK</i>	84
Evaluating Qualitative Research – Implementing the Research Audit Trail	<i>Marian Carcary University of Limerick, Ireland</i>	94
Interaction- A Tool for Observing the Relationship in Relationship Marketing	<i>Yi-An Chuang and Yufan Wu University of Lincoln, UK</i>	102
The Use of Grounded Theory to Construct Meaning in Corporate Social Responsibility	<i>Phil Considine University of Lincoln, Brayford Pool, UK</i>	108
Understanding Effective Boards - Grounded Theory Methodology and Mutual Fund Governance	<i>Margaret Cullen and Niamh Brennan University College Dublin, Ireland</i>	116
Action Research in Emerging Technologies in Health Information Systems: Creating a Mobile Information Environment in a Hospital Ward	<i>Linda Dawson¹, Julie Fisher¹, Stephen Weeding¹, Liza Heslop² and Andrew Howard¹ ¹ Monash University, Caulfield East, Victoria, Australia ² Victoria University, St Albans, Australia</i>	127
How to Make Sure Your Figures Don't Lie – Lessons From Information Systems Survey Research	<i>Verena Dörner University of Passau, Germany</i>	136
An Exploration of a Mixed Modalities Approach Within Entrepreneurial Decision Making	<i>David Douglas Business School, Staffordshire University, Stoke-on-Trent, UK</i>	145
A Longitudinal Approach to Evaluating Undergraduate Students Studying 'Enterprise Education' Modules; Pitfalls, Problems and Struggles	<i>Victoria Harte and Jim Stewart Leeds Metropolitan University UK</i>	151

Paper Title	Author(s)	Page Numbers
Using Personal and Online Repertory Grid Methods for the Development of a Luxury Brand Personality	<i>Klaus Heine Technical University of Berlin, Germany</i>	160
Data Collection Among Health Care Professionals – Three Experiences From IS Sector	<i>Eeva Heiro and Reetta Raitoharju Turku School of Economics, Finland</i>	171
Research Methods – A Case Example of Participant Observation	<i>Jessica Iacono¹, Ann Brown² and Clive Holtham² ¹Corus International Trading Limited, Schaumburg, USA ²Cass Business School, London, UK</i>	178
Towards a pragmatic and philosophical basis for a multi - methods approach to investigating English further education colleges' performance as measured by student retention and achievement	<i>Wyn Jenkins Staffordshire University, UK</i>	186
The Journey of Undertaking an Explorative Case Study by Post Modernist Inquiry for the Purposes of a Doctoral Thesis	<i>Diane Keeble-Ramsay Anglia Ruskin University, Chelmsford, UK</i>	195
Claiming the Streets: Feminist Implications of Psychogeography as a Business Research Method	<i>Deborah Knowles Westminster Business School, University of Westminster, London, UK</i>	202
Developing a Research Design Supportive Framework for Constructivist Management Studies: A Meta-Analysis of a Research Project	<i>Antonios Livieratos Université Paris 11 Sud, France BIC of Attika, Athens, Greece</i>	210
Developing a new Perspective on Leadership Theory: From a Tree of Knowledge to a Rhizome of Contingencies	<i>Chris Mortimer York St John University, York, UK</i>	221
Developing Multipurpose Multidimensional Conceptual Frameworks: A Method for Creating Integrative Realities	<i>John Murphy and Andrew Armitage Anglia Ruskin University, UK</i>	228

Paper Title	Author(s)	Page Numbers
Interface Design for Affect: A Picture Paints a Thousand Words	<i>Lynne Newall¹, Gill Green¹ and Lynne Half²</i> <i>¹University of Bolton, UK</i> <i>²Sunderland University, UK</i>	237
Combining Semiotic Perspectives in Consumer Research	<i>Madeleine Ogilvie and Katherine Mizerski</i> <i>Edith Cowan University, Perth, Australia</i>	244
Researching Organizational Culture Using the Grounded Theory Method: Recognising Some of the Currents and Eddies on the Research Voyage	<i>Noel Pearse and MacDonald Kanyangale</i> <i>Rhodes University, Grahamstown, South Africa</i>	253
Challenges of Multicultural Data Collection and Analysis: Experiences From the Health Information System Research	<i>Reetta Raitoharju¹, Eeva Heiro¹, Ranjan Kini² and Martin D'Cruz²</i> <i>¹Turku School of Economics, Turku, Finland</i> <i>²School of Business and Economics, IU Northwest, Gary, Indiana, USA</i>	260
Some Best Practices Concerning Survey Nonresponse - and a few Good Ones, Too	<i>Karsten Boye Rasmussen¹ and Heiko Thimm²</i> <i>¹University of Southern Denmark, Odense, Denmark</i> <i>²Pforzheim University, Pforzheim, Germany</i>	267
The Temporal Dimension of Longitudinal Research in International Business	<i>Mélanie Raukko and Eriikka Paavilainen</i> <i>Turku School of Economics, Finland</i>	276
Millennial Students and Information Literacy: Educating for Employability	<i>Martin Rich</i> <i>Cass Business School, London, UK</i>	285
Googling Companies - A Webometric Approach to Business Studies	<i>Esteban Romero- Frías</i> <i>University of Granada, Granada, Spain</i>	291
Mixed Methodology Approach to Place Attachment and Consumption Behaviour: A Rural Town Perspective	<i>Maria Ryan</i> <i>Edith Cowan University, Perth, Australia</i>	299

Paper Title	Author(s)	Page Numbers
Succession in Nonprofit and Public Sector Organizations: Findings From Case Study Research	<i>Joseph Santora¹, James Sarros² and William Seaton¹</i> <i>¹Thomas Edison State College, Trenton, USA</i> <i>²Monash University, Caulfield, Australia</i>	307
Business Research in Service Industries: The Choice of Meaningful Methodological Approaches	<i>Mohd Sahar Sauian</i> <i>Universiti Teknologi MARA, Shah Alam, Malaysia</i>	315
A Real World Comparison of Responses to Distributing Questionnaire Surveys by Mail and Web	<i>Mark Saunders</i> <i>University of Surrey, Guildford, UK</i>	323
The Repertory Grid Technique: A Method for the Study of Workplace Learning	<i>Corrinne Shaw</i> <i>University of Cape Town, South Africa</i>	331
An Empirical Analysis of Research Approaches Used by Postgraduate Students in a South African Tertiary Institution	<i>Shawren Singh and Sam Lubbe</i> <i>School of Computing University of South Africa, Pretoria, South Africa</i>	340
Overcoming the Fear of the Social - Moving With ANT Into Burrell and Morgan's Empty box	<i>Jim Underwood</i> <i>University of Technology, Sydney, Australia</i>	351
The (Secret and Password Protected) Diary of a Web 2.0 Novice Doing Subtextual Phenomenology	<i>Jocene Vallack</i> <i>Central Queensland University, Rockhampton, Australia</i>	358
Implementing 'Grounded Action Research' in Information Systems Development: The OrganiK Approach	<i>Ana Vasconcelos¹, Dimitris Bibikas², Tim Zijlstra¹ and Iraklis Paraskakis²</i> <i>¹The University of Sheffield, UK</i> <i>²The University of Sheffield, UK and CITY College, Thessaloniki, Greece</i>	367
Reconciliation of Opposing Research Approaches by Means of Ontological Horizons	<i>Seppo Visala</i> <i>University of Tampere, Finland</i>	377