

# BAM 2025 CONFERENCE

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**Kent**  
Business School

## Research Methodology Track

### Track Chairs:

- Dr Amanda Lee, University of Derby
- Dr Fariba Darabi, Bangor University

The Research Methodology SIG membership represents the wide variety of sub-disciplines that combine to create the richness of the business and management fields. As such, a vast array of methods and methodological approaches are used in management research. The aim of this track is to reflect this diversity and papers are, therefore, welcome in all aspects of research methods and methodologies in Business and Management.

The overall aim is to be critical and reflexive about the techniques, approaches, methods, and methodologies we use within our research. Some examples of potential areas of exploration are listed below:

- Epistemological issues and theoretical conceptualizations
- New advances and developments in qualitative research methods
- New advances and developments in quantitative research methods
- Responsible Research Practices
- Research ethics
- Sustainable research methods
- Assessing the quality of business and management research
- Dilemmas in business and management research
- Reflexivity in business and management
- The role of Generative Artificial Intelligence (GenAI) in research
- The future of business and management research
- Business and management research in a global and cross border context

Authors are also encouraged to submit papers that raise any other issues regarding business and management research methods and methodologies.

In addition, we welcome symposia that link together several papers across a research methodological theme and professional development workshop (PDW) proposals which facilitate active participant engagement, learning and sharing of experiences in a defined aspect of research methodology.

