

BAM 2026
CONFERENCE



Research Methodology Track

Track Chairs:

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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. This track aims to reflect this diversity. Papers are, therefore, welcome in all aspects of research methods and methodological approaches in Business and Management, especially in digital research methods, given the age of AI.

The overall aim is to be critical and reflexive about the techniques, methods, and methodological approaches 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
- New approaches in mixed 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, methods and methodological approaches
 - The future of business and management research
 - Business and management research in a global context

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

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.

