



NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



**The 26th Nordic Academy of Management Conference**  
Bringing Research Together  
**25-27 August 2021**  
Örebro University School of Business, Sweden

**Call for Papers**

We invite you to submit your research to explore the theme of “*Bringing Research Together*” for the 26<sup>th</sup> biennial NFF Conference in Örebro. We are looking forward to receiving your submissions.

**Track 8.3 – Digital Methods and Digital Data in Business Research**

**Corresponding Chair:**

Christian Sandström, Jönköping International Business, Sweden ([christian.sandstrom@ju.se](mailto:christian.sandstrom@ju.se))

**Co-Chairs:**

Christofer Laurell, KTH Royal Institute of Technology, Sweden.  
Christina Öberg, Örebro University School of Business, Sweden  
Andrea Geissinger, Örebro University School of Business, Sweden.  
Rasmus Nykvist, Örebro University School of Business, Sweden.  
Klas Eriksson, Stockholm University, Sweden.

**Description:**

Digital research methods open up possibilities to conduct research in new ways. Scholars have started to observe these opportunities across the social sciences in general and in business research in particular. As it is clear that digital methods will enable new research opportunities, a number of digital methods are currently being explored within business research. The track aims to gather business researchers to advance the use and development of digital research methods. The ambition is to bring together researchers with different digital method specializations from different sub-field within business research, to learn from as well as inspire each other.

Digitalization opens up possibilities to conduct research in new ways and scholars have increasingly observed these significant effects across the social sciences. As such, big data and related analytics are likely to affect academia and organizations in several regards, offering the potential to address hitherto understudied issues and complement established methodological approaches.

The emergence of big data and various tools for digital analytics offer the potential to transcend existing methodological and empirical challenges in business research, but it is presently unclear how such opportunities can be realized among the plethora of emerging methodological alternatives.

Papers fitting into this track either practice any type of digital method to business research – adopting it as data collection method, or using digitally produced data for analysis – or, they discuss the methodological consequences of digital methods. How do digital research methods create novel opportunities in a general sense? How do digital research methods enable new types of studies? And

[www.oru.se/NFF2021](http://www.oru.se/NFF2021)





NORDISK FÖRETAGSEKONOMISK FÖRENING • NORDIC ACADEMY OF MANAGEMENT



**The 26th Nordic Academy of Management Conference**  
Bringing Research Together  
**25-27 August 2021**  
Örebro University School of Business, Sweden

what ontological and epistemological consequences are there of using digital methods and digital data? What consequences does recent developments in digital methods have for teaching methods in business administration?

Taken together, this track therefore welcomes everyone that is working with, or is interested in starting working with, digital research methods in any of the sub-fields of business studies.

**Keywords:**

Digital Research Methods, Digital Business, Data Analytics, Big Data.

**References:**

Rogers, R. (2013). Digital methods. MIT press.

Rogers, R. (2019). Doing digital methods. SAGE Publications Limited.

Roberts, S., Snee, H., Hine, C., Morey, Y., & Watson, H. (Eds.). (2016). Digital methods for social science: An interdisciplinary guide to research innovation. Springer.

Stieglitz, S., Mirbabaie, M., Ross, B., & Neuburger, C. (2018). Social media analytics—Challenges in topic discovery, data collection, and data preparation. *International journal of information management*, 39, 156-168.

**Author guidelines:**

Go to [www.oru.se/NFF2021](http://www.oru.se/NFF2021) for more information about how to submit a paper. The deadline for abstract submission is 30 January 2021. Full paper due: 21 June 2021.

***We very much look forward to welcoming you in Örebro!***

[www.oru.se/NFF2021](http://www.oru.se/NFF2021)

