

Title: Technoficing: From Grounded Discovery to Rigorous Measurement

Speaker: Prof. Israr Qureshi, Queen's University Belfast

Area: Entrepreneurship

Date: 05.01.2026, Venue: P22 @ 2.30PM

Abstract:

This seminar centers on technoficing, the creative adaptation and repurposing of technology for social good, as a research lens for developing impactful theory and measurement. It illustrates how close engagement with practice through ethnographic and case-based methods enables the discovery of novel phenomena that existing theories may overlook, and how these grounded insights can be systematically conceptualized and translated into robust, measurable constructs. By integrating qualitative discovery with quantitative validation, the seminar highlights pathways for producing theoretically rigorous, empirically sound, and socially relevant research, while outlining future directions for expanding the technoficing construct and its nomological network.

Speaker Profile:



Hong Kong, Canada, and India.

Israr Qureshi is Professor of Social Entrepreneurship and Digital Development whose research focuses on marginalized contexts, digital inclusion, and social impact. Drawing on information systems and organization theories, he employs the technoficing lens, social intermediation, and institutional theory to study emerging technology-enabled phenomena using diverse qualitative and quantitative methods. He has published widely in top-tier journals and collaborates closely with social sector organizations, with research funding from major agencies in

Webpage Link: <https://www.qub.ac.uk/schools/queens-business-school/people/academic-staff/AllAcademicStaffProfiles/Qureshi.html>