

European  
Academy of  
Management

EURAM



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

# EURAM 20<sup>th</sup> YEAR

THE BUSINESS OF NOW: the future starts here

## EURAM 2020 Conference Dates

9 June 2020

Labs

10-12 June 2020

Conference

9 July 2019

Topic / Symposium Proposals

25 September 2019

First Announcement of Call for Papers

14 January 2020 (2pm Belgium time)

Deadline for Paper Submission

19 March 2020

Notification of Acceptance

10 April 2020

Early Bird Registration Deadline

17 April 2020

Authors Registration Deadline

## Doctoral Colloquium: 8-9 June 2020

21 January 2020

Deadline for Submission to Doctoral Colloquium

10 March 2020

Notice of Acceptance

10 April 2020

Deadline for Registration

# 10-12 June

Trinity Business School  
Trinity College Dublin,  
the University of Dublin  
Dublin, Ireland

[www.euram-online.org](http://www.euram-online.org)

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In the 21st century environment, university business research has been very effective in highlighting the issues that need to be addressed by management ranging from disruptive technologies; to potential environmental catastrophe; to social inclusion; to ethical business and ultimately to the sustainability of free markets and their ability to deliver the social and economic goals that were assumed integral to the liberal capitalist system of the last Century. Business researchers have a key role to play here as managers turn to them both for thought leadership and for the latest research findings to guide leaders to make timely decisions to overcome these challenges facing business and society.

To this end, we are in the 'Business of Now' responding to the immediacy required by business and society. We need to help solve the managerial tension between the present and future. Indeed, the Business of Now is a request from future generations to help guide the managers and leaders of today to: address climate change before it is too late; to be able to turn the futuristic visions of markets and new technologies into practical options for the business of today which will provide a platform for the future which best serves society; to make decisions today that will not just respond to market forces but shape them so that they serve business and society in a more inclusive and sustaining manner; and ultimately to provide the template for business serving intergenerational stakeholders where managers create, rather than plunder the wealth and opportunities of future generations.

So we are at a pivotal point in our history in terms of needing to make urgent decisions to safeguard the environment. We also need to set a blueprint for business management that will enable society to benefit from technological progress and free markets. In keeping with earlier conference themes concerned with the relevance of research for business, the EURAM 2020 conference seeks to propel, nurture and disseminate research which addresses the Business of Now!

It is timely that we are addressing an inter-generational research topic in 2020 when EURAM is celebrating its 20th anniversary and so nearly embracing a full generation of management scholars. So join us in Trinity Business School's new state of the art building on Trinity College, Dublin's 400 year old stunning campus, at the centre of the vibrant European City of Dublin.

## Conference Programme Committee

### Andrew Burke

Conference Chair  
Trinity Business School  
Trinity College Dublin,  
the University of Dublin

### Dorota Dobija

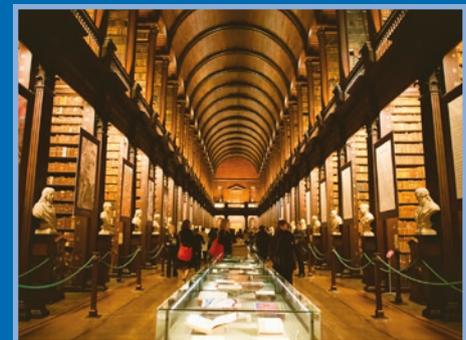
Vice President Conferences  
Kozminski University,  
Poland

### Rémi Jardat

Vice President  
Strategic Interest Groups  
Université Paris Est Créteil,  
France

## About Trinity Business School

Trinity Business School, founded in 1925, sits at the heart of a world renowned university located at the core of Dublin, an international capital city and hub for global business. The School is one of the fastest growing established schools in Europe and has recently opened an 80 million euro state-of-the-art building on campus. Trinity College Dublin has been a leading international university for over four centuries. It is the only Irish University that belongs to the prestigious League of European Research Universities. With a tradition of innovation, the University has been ranked Europe's most entrepreneurial university four years in a row. Its beautiful campus is home to more than 18,000 students.



## About Dublin

Dublin is a vibrant European city with Viking origins which are both historic and modern. The city is a multi-cultural creative hub and knowledge capital. 9 out of 10 of the top global tech and pharma multinationals, 50% of the top gaming companies and financial services firms are headquartered in the pulsing city along with over 1000 innovative start-ups. Within minutes of museums, seats of government, theatres and these global corporations, Trinity's historic campus is an oasis at the heart of it all. The Lonely Planet guide lists the campus as a 'must see' and its Old Library, with the Book of Kells, attracts more than one million visitors every year. Dublin is home to some of the friendliest people in the world, and we look forward to giving all at EURAM 2020 a warm Irish céad míle fáilte – a hundred thousand welcomes.

## Further Information

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